

## Bustle Digital Group Debuts on Facebook Watch

- "Bustle's Race 2 Face" and "Romper's Doula Diaries" Are Live On The Platform -

New York, NY — December 11, 2017— Bustle Digital Group announces today the launch of the publisher's second show for Facebook Watch, "**Race 2 Face**," a beauty-focused game show series for its millennial women's brand, Bustle. The series, written and produced by Bustle, joins "**Romper's Doula Diaries**," which debuted on the platform in November to rave audience reviews.

"Race 2 Face" brings Bustle's beauty expertise and content to life as a pair of beauty fanatics compete in a uniquely Bustle fashion. Guided by a hostess, drag queen Ruby Roo, two contestants compete against each other in beauty trivia, then race through physical challenges to collect products. "Race 2 Face" culminates in the ultimate beauty face-off as contestants create an over-the-top makeup look using the products they found along the way and a winner is chosen by a rotating panel of judges.

"Bustle is thrilled to launch "Race 2 Face" on Facebook Watch," said Bustle Digital Group's Senior Vice President of Business Development Kate Robinson. "In a way only Bustle knows how, we've created a series with a fun and innovative spin on typical beauty shows. The show was built with the Watch platform in mind and isn't like anything else airing today. The nature of Facebook creates a community viewing experience that fits perfectly with how our female audience consumes and shares video content, as demonstrated by the extremely high engagement we've seen with shows to date."

Bustle Digital Group had a marquee year in video in 2017, producing 17 series across their three properties, Bustle, Romper and Elite Daily, and securing numerous licensing and partnership deals, as well as collaborations with Viacom and CNBC. Bustle Digital Group plans to launch additional series on Facebook Watch in 2018.

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### About Bustle Digital Group

Bustle Digital Group is the premier destination for young women women. The publisher's collective properties, Bustle, Romper and Elite Daily, have a global reach of 80 million monthly readers, and a social footprint that is amongst the largest in digital media. Bustle Digital Group's voice places an emphasis on authenticity, inclusivity, positivity, and empowerment. Bustle Digital Group is headquartered in New York City and works with creators from across the nation who speak to the issues and stories that matter most to women.