

Bustle Digital Group Acquires The Zoe Report

-- The prominent women's lifestyle publisher will take ownership of The Zoe Report website, newsletter and social properties. The Zoe Report founder, Rachel Zoe, to become Editor-at-Large --

March 26th, 2018 (New York and Los Angeles) – Bustle Digital Group announced today that it is acquiring The Zoe Report from Rachel Zoe, Inc. The popular style destination, founded in 2009 by Rachel Zoe, is an authority in fashion, beauty, lifestyle, and luxury content for women. The Zoe Report will join Bustle, Romper and Elite Daily as the fourth major brand in the Bustle Digital Group family, which currently reaches 80 million unique visitors per month.

By acquiring The Zoe Report, Bustle Digital Group will significantly expand its reach into the fashion, beauty, and luxury verticals. Bustle Digital Group will also benefit from The Zoe Report's over 2 million highly-engaged email subscribers and sizable social presence. The Zoe Report will continue under its own masthead with founder Rachel Zoe remaining in an active role as Founder and Editor-at-Large.

"In bringing The Zoe Report to Bustle Digital Group and partnering with Rachel, we are adding one of the world's most recognized and authoritative fashion voices. Additionally, we further expand Bustle Digital Group's reach on Instagram and establish a massive email newsletter audience," said Bryan Goldberg, Bustle Digital Group CEO. "Rachel and her team have built a dedicated following measured in millions, and we couldn't be more excited to partner with them to further grow the business, technology, and fan following."

"Bustle has established itself as a leader in content for women. We are thrilled The Zoe Report will accelerate its growth and mission of empowering women through living a life in style by leveraging Bustle's audience and expertise. I am truly excited to partner with Bryan and his team for years to come." said Rachel Zoe, Founder and co-CEO of Rachel Zoe, Inc. "Additionally, this will provide Rachel Zoe, Inc. the resources to further invest and focus on our global fashion and lifestyle businesses — Rachel Zoe Collection and Box of Style by Rachel Zoe."

"Adding The Zoe Report to our portfolio is a natural next move as we continue to grow the fashion and beauty verticals for our audience." said Kate Ward, Bustle Digital Group Editor-in-Chief. "We look forward to building on the incredible foundation that Rachel and her team have built, and connecting with even more

women eager to express themselves through their own individual style."

The acquisition is effective April 1 with The Zoe Report editorial teams reporting into Ward. The advertising sales operation will report into Bustle Digital Group Chief Revenue Officer, Jason Wagenheim.

Rachel Zoe will continue to own and operate her global lifestyle business which includes the Rachel Zoe Collection, her eponymous ready-to-wear, footwear, and accessories line and Box of Style by Rachel Zoe, her luxury subscription service through Rachel Zoe, Inc..

This is the second acquisition for Bustle Digital Group, which also acquired Elite Daily from Daily Mail and General Trust in April 2017. Bustle Digital Group grew audience reach to 80 million unique visitors each month, and increased revenue by 50 percent in 2017, establishing itself as the largest-reaching premium publisher for millennial women. Earlier this month, Bustle Digital Group announced plans for expansion into the United Kingdom, with its first international edition of Bustle.com launching in late spring 2018.

About Bustle Digital Group

Bustle Digital Group is the largest premium publisher reaching millennial women. Every month, nearly 80 million readers turn to Bustle Digital Group publications – Bustle, Romper, and Elite Daily – for impactful conversation around the interests and issues engaging women today. Focusing on everything from pop culture to parenthood, Bustle Digital Group's content leverages the power of a diverse set of voices from coast to coast. Bustle Digital Group does business with over 300 global brands, and ranks among the most popular media companies with our demographic on social media. Bustle Digital Group was founded in 2013 and is headquartered in New York City, with offices in Los Angeles, San Francisco, Chicago and London.

About The Zoe Report

The Zoe Report is a fashion, beauty and lifestyle destination curated by Rachel Zoe and her team of editors. The Zoe Report covers fashion and beauty trends and lifestyle inspiration, encouraging women to live a more stylish life. The Zoe Report draws over 14M monthly users worldwide.

About Rachel Zoe, Inc.

Rachel Zoe, Inc. is a global fashion group, encouraging women to live a life in style so

they can feel more glamorous every day. Rachel Zoe, Inc.'s portfolio includes Box of Style by Rachel Zoe, a luxury fashion, beauty and lifestyle subscription service and Rachel Zoe Collection, comprised of ready-to-wear, footwear and accessories lines available at ShopRachelZoe.com and in over 200 stores worldwide. Rachel Zoe, Inc. was founded in 2009 and has offices in Los Angeles and New York.

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