

Bustle Digital Group Acquires Flavorpill, Announces First Project

Bustle's inaugural event, Rule Breakers, will be Flavorpill Media's first tentpole project for the digital publisher

(New York): Bustle Digital Group, the largest premium publisher reaching millennial women, announced today the acquisition of Flavorpill Media Inc., an online publisher and experiential brand focused on the intersection of culture and personal development through various participatory events.

The acquisition is effective immediately and will include current Flavorpill Media staff with Co-Founder Sascha Lewis becoming Bustle Digital Group's Vice President of Experiential and President of Flavorpill Media. Bustle Digital Group will also obtain Flavorwire through the deal which will be overseen by the company's Editor-in-Chief, Kate Ward.

Flavorpill Media is among recent acquisitions this year for Bustle Digital Group, which acquired fashion and lifestyle brand The Zoe Report in April and Elite Daily from DailyMail in spring 2017. The addition of Flavorpill expands the company's portfolio by developing a full-blown experiential marketing and events arm charged with producing premium large-scale events and experiences.

Lewis, will continue to develop and create the marquee events that put Flavorpill Media on the map, such as Lunch Break, Art of Yoga and Quiet Mornings at MoMA. Lewis will be reporting to Bustle Digital Group's Chief Revenue Officer, Jason Wagenheim.

"Flavorpill is a beloved brand and we could not be more excited to have them joining the BDG family," said Bustle Digital Group CEO, Bryan Goldberg. *"This acquisition puts us in a commanding position to create innovative experiential marketing concepts and a two-way dialogue with our audience through various live events, cultural moments and innovative experiences."*

Lewis added, *"People want to collect experiences now more than ever. To be able to align brands with consumers in real world environments that seamlessly connect to scalable digital, social and technology platforms is the next generation of marketing. It was important for us to join forces with a partner that shares the same values of inclusivity and empowerment for our audiences."*

Flavorpill's first tentpole project for Bustle Digital Group will be the inaugural Bustle Rule Breakers event. Taking place in New York City on September 22, Rule Breakers is a day-long, immersive experience celebrating music, culture, fashion, and lifestyle alongside top supporting brands including HP Inc., 1850 by Folgers, Fossil, Visa, Sony Pictures' film *The Girl in the Spider's Web* and more.

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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, Elite Daily, and The Zoe Report — 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 and London.

About Flavorpill Media Inc.

Flavorpill Media Inc. is an online publisher and experiential brand focused on the intersection of culture and personal development. Launched in 2000, Flavorpill Media transformed from an email service encouraging exploration and events to a leader in championing progressive culture and empowering people to lead a more extraordinary life by connecting them to cultural, inspiring experiences.

About Rule Breakers

Rule Breakers is an immersive, cultural experience celebrating women and non-binary individuals defying the status quo. The day-long event, presented by Bustle, features performances from the world's top female artists alongside highly-curated experiences from global brands and creatives. Rule Breakers is put on by Bustle Digital Group, the premiere publisher of top women's destinations Bustle, Elite Daily, Romper, and The Zoe Report.