

**FOR IMMEDIATE RELEASE:**

## **CONDÉ NAST ACQUIRES EXPERIENTIAL AGENCY POP2LIFE AND EVENT TECHNOLOGY PLATFORM RIBYT**

### **Acquisitions of Leading Experiential Company and Event Technology Platform Significantly Bolster Condé Nast Experiences Business**

NEW YORK – March 16, 2017 – Condé Nast today announced two acquisitions: the purchase of an industry-leading experiential marketing agency Pop2Life, along with the event hospitality and ticketing platform Ribyt. These two companies will substantially bolster Condé Nast’s existing events and experiences business and will allow for the creation of new consumer and industry experiences inspired by the Condé Nast portfolio of iconic brands.

Bob Sauerberg, president and CEO of Condé Nast said of the investment, “These acquisitions will allow us to significantly expand our roster of bespoke events, redefining what experiences mean to the world’s most influential consumers. Condé Nast is known for creating some of the most immersive experiences that truly capture the cultural zeitgeist. And with Pop2Life and Ribyt, we can double-down on those efforts and bring live experiences to a new generation of consumers like never before.”

In addition to executing customized events for clients, this newly formed group, overseen by Josh Stinchcomb, chief experience officer for Condé Nast, will build on the company’s efforts around the existing franchises including: the Vanity Fair New Establishment Summit, The New Yorker Festival, Glamour’s Women of the Year/GQ’s Men of the Year, Bon Appétit’s Vegas Uncork’d, and the Pitchfork Music Festivals, among others, as well as create new experiences inspired by the Condé Nast portfolio.

“Our team is very excited to bring our passion for experiential marketing to the iconic Condé Nast brands,” said Eric Murphy, founder and CEO Pop2Life and Ribyt. “We have spent nearly 15 years building an agency known for flawless execution and going beyond what’s typical. This new chapter gives us the opportunity to create a wide range of new, culturally relevant experiences that can help build more affinity for the Condé Nast brands, as well as all of their clients and partners. Combined with the expanding technology of the Ribyt platform, we will have a very valuable product that is unmatched in the marketplace.”

Murphy will continue as senior managing director of Pop2Life and Ribyt and become a senior vice president within the Condé Nast experiences group. In this role, he will collaborate with the business’s existing clients, as well as work with the Condé Nast brands to expand the roster of experiences.

Pop2Life is an award-winning experiential marketing agency based in New York. Founded by Murphy in 2003, the company offers ideation and strategy, environmental design and creative services, full-service event production, talent procurement and event concierge services. Clients include Scripps Interactive, Capital One, AMC, DreamWorks, Macerich and iHeart Radio, among many others.

Ribyt, an enterprise-grade event technology platform, provides users with cloud-based tools to manage high-touch events. Features include design and deployment of event web pages, invitations and marketing emails, registration/RSVP tracking, dynamic attendee itineraries, integrated travel management, a check-in app, real-time attendee communication tools, and will soon expand to ticket/experience package sales and mobile wallet event tickets.

**About Condé Nast:**

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 120 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Golf World, Teen Vogue, Ars Technica, The Scene, Pitchfork and Backchannel. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming. For more information, please visit [condenast.com](http://condenast.com) and follow [@CondeNast](https://twitter.com/CondeNast) on Twitter.

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