



FOR IMMEDIATE RELEASE:

**CONDÉ NAST ENTERTAINMENT APPOINTS BRUCE PERLMUTTER
SENIOR VICE PRESIDENT OF PRODUCTION**

NEW YORK – December 5, 2016 – Condé Nast Entertainment (CNÉ) today announced the appointment of Bruce Perlmutter as senior vice president of production. In this newly created role, Perlmutter will oversee production of the company’s popular digital video content, including production management, post production and studios. Perlmutter most recently produced BuzzFeed’s live election night coverage, and the “Heaven Sent” live skydiving event for Fox, Facebook Live and Snapchat. He has also held senior production and programming consulting roles with a wide range of entertainment companies including the NFL Network, and at E!, oversaw all topical programming and content at E!Online and E! News, in addition to live events and long-form specials. The announcement was made by Dawn Ostroff, president of CNÉ.

“Bruce has extensive experience producing content for next generation audiences across multiple platforms and formats,” said Ostroff. “Our digital video network is ranked first in the Lifestyle Category, with premium programming designed to engage and inspire our affluent millennial audience. Bruce’s savvy production expertise will help us grow our network as digital video enters the next phase of its evolution.”*

CNÉ produces more than 5,000 pieces of original digital content per year, spanning all genres – documentaries, animation, comedies, celebrity and how-to. In October 2016 alone, CNÉ’s digital video accumulated 155M views, a 116% increase year-over-year. The company’s digital video network has risen to No. 26 overall in comScore for unique viewers, its highest position to date.*

“CNÉ has created a world-class digital video network and I’m looking forward to working with the team, which has some of the most creative talent in the business,” said Perlmutter. “Consumers have changed the old definitions of content and CNÉ was one of the early pioneers recognizing that, which gives us tremendous advantages among audiences and in how we work with our advertising partners.”

Prior to his consulting in content strategy and OTT launches, Perlmutter served as senior vice president, production and programming at Revolt, where he worked closely with top-level artists and creators across genres for all music related programming efforts, including unscripted series, specials and live concerts. Previously, Perlmutter was senior vice president, current digital and linear programming, production and live specials at E! Entertainment, and had oversight of all topical programming, content, production and strategic vision for E!Online, E! News, long-form specials, live events, and red carpet live streams. He has also held senior management roles at Tribeca Films, MSNBC and CNN.

*Source: comScore Media Metrix, October 2016

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 100 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.

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