



CondéNet's Flip Helps Combat Rising College Tuition Costs with \$25,000 Sweepstakes

NEW YORK (April 12, 2007) – As tuitions continue to spiral ever higher, an innovative new Web site is about to help one young woman make a serious dent in her college costs. Flip, the latest site from CondéNet and one devoted to fueling the creativity of teen girls, is launching a \$25,000 college tuition sweepstakes—available to teens who register on the Flip Web site (www.flip.com) to join the Flip community. Any teen registering between now and May 31, 2007, will automatically be entered to win.

Launched in February 2007, Flip provides teens with an innovative way to express themselves and connect with each other online. More than just another social network, the site offers its users powerful but easy-to-use interactive tools, inspiration from experts and editors to spark their imagination, and a stage on which to showcase their talents—in the form of Flipbooks, which are customizable, multimedia scrapbooks/zines/journals.

“We have been blown away by the creativity demonstrated in the Flipbooks our members have created, and we are delighted to reward one of our members with the opportunity of a lifetime,” said Chris Gonzalez, Executive Editor, Flip. “This sweepstakes will afford one of our brilliant users the chance to build upon her interests and special talents at college, a growth experience that will be unparalleled. Today’s college tuitions present a tremendous financial burden to many students, one we’re proud to play a role in alleviating.”

In addition to the \$25,000 Grand Prize, Flip will be giving away one laptop computer weekly for the duration of the sweepstakes. To win a laptop, girls must create one or more Flipbooks on the Flip Web site. The more Flipbooks created by each member, the greater their chances are of winning during one of the weekly prize drawings.

More Than a Social Network

Creating and viewing Flipbooks is the heart of Flip. Users can upload their own photos, songs, and videos as well as choose from a large collection of stickers, wallpaper, animation, and music provided on the site. Flip members can draw, write, add a sound track, rotate and size elements, add pages, and even choose page transitions.

The result is a more powerful and personal way for girls to express themselves than anything else currently online. The site is already populated with a diverse array of engaging Flipbooks that focus not only on the typical aspects of being a teen but also on careers and activism, such as one Flipbook about Darfur and another on the presidential candidacy of Barack Obama.

For more details about terms and conditions of the sweepstakes, please visit www.flip.com/25k.

About Flip

Flip, a new site for teen girls from CondéNet, provides girls with an innovative way to be creative, express themselves, and connect with each other online. The heart of Flip is the Flipbook—customizable, multimedia scrapbooks/zines/journals that girls make and share. Users can upload their own photos, songs, and videos as well as choose from a large collection of stickers, wallpaper, animation, and music that Flip provides them. Through the use of a set of interactive tools, Flipbooks can be designed however members choose. Users can draw, write, add a sound track, rotate and size elements, add pages, choose page transitions, and more. In addition to

making Flipbooks, girls can also create profiles; start and join clubs; send and receive messages; share and comment on each other's stuff; and chat on message boards. Find Flip on the Web at www.flip.com.