

Bustle Digital Group Welcomes Elite Daily

New York, NY — Monday, April 17, 2017 — Bustle Digital Group is excited to welcome Elite Daily into its family of brands after purchasing the New York-based, Emmy Award-winning millennial website from Daily Mail and General Trust. Bustle, Romper, and now Elite Daily will provide extensive reach into the millennial audience across our sites, social, and video channels. This will see the combined global audience reach of the Bustle Digital Group as nearly 80 million. Alongside the purchase, the company will be renaming its corporate entity from BDG Media Inc, to Bustle Digital Group.

Bryan Goldberg, CEO of Bustle Digital Group, said, "Elite Daily is beloved by millions of readers, most of whom are young women, and their highly engaged audience will add further depth to Bustle Digital Group's portfolio.

"With Bustle as the largest independent website for women, and Romper growing rapidly amongst millennial moms, the acquisition of Elite Daily further extends our demographic leadership. We see a tremendous opportunity to build off of Elite Daily's strong capabilities in video, social, and native advertising. We are thrilled to welcome them to the BDG family."

Daily Mail and General Trust acquired Elite Daily in January 2015 and has spent the past two years positioning Elite Daily as an influential publisher of quality written and video content for millennials across the United States and around the world.

Emily Ingram, Publisher of Elite Daily, said, "At Elite Daily, we have always admired Bustle Digital Group for its authentic editorial and focus on branded content for millennials. Adding Elite Daily to this combination of businesses offers a very compelling proposition to our readers, viewers, and advertising clients, and I am very excited to have

overseen this transition to position Elite Daily for continued success. I'm immensely proud of the entire Elite Daily team and grateful for their hard work and dedication.”

The sale is effective immediately with Elite Daily continuing under its own masthead and its editorial operation running independently to Bustle.

Elite Daily's editorial operations will remain in New York.

About Bustle Digital Group

Bustle Digital Group is the premier digital destination for millennial women. Our collective properties reach 80 million global readers monthly, and our social footprint is amongst the largest in digital media. BDG's voice places an emphasis on authenticity, inclusivity, positivity, and empowerment.

Bustle Digital Group is headquartered in New York City and works with creators from across the nation.

About Elite Daily

Launched in February of 2012, Elite Daily is "The Voice of Generation Y." It is committed to creating the most relevant, authentic, and engaging written and video content for millennials on all the issues the generation cares about across lifestyle, dating news, and entertainment at www.EliteDaily.com.