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Bustle Debuts News and Culture Program *Extra Sharp* on Cheddar

New York, NY -May 18, 2016— Looking for a fresh take on the 2016 election? Need a recap of the latest Beyoncé news? Or do you just want to be in the know on what has the internet buzzing? Cheddar and Bustle now have you covered.

Bustle, the largest website targeting millennial women, with a global audience of over 45 million monthly uniques, will debut a news and culture program for newly launched, live digital network, Cheddar on Wednesday, May 18th. The half-hour program, titled *Bustle's Extra Sharp*, is a fast-paced, IRL version of the Bustle Mobile App, curating all the top trending news, entertainment, and pop culture happenings from around the web. Each week, Bustle editors will be behind the Cheddar desk delivering live trending news analysis and pop culture topics of the day, as well as interviews with the influencers that are defining the current millennial experience across culture, media, and entertainment

"Our editors have loved watching Cheddar reach millennials in a new and innovative format, so we're beyond excited to be working with them on *Extra Sharp*," said Bustle's Editor-in-Chief, Kate Ward. "We can't wait to accompany our viewers' lunch hour with the freshest information and viewpoints on news happening now. And to talk about cheese, of course."

"We've been partnering with Bustle for several weeks as a resource for our pulse on pop culture, style, and family (via Romper)," said Cheddar Founder and CEO Jon Steinberg. "Cheddar is at its starting point tech and media news, because that is so much of culture and news today, but our aspiration had always been to expand out from that point. We didn't expect it to happen this fast but in the partnership with Bustle we got very lucky. *Bustle's Extra Sharp* is a younger and more modern approach to the chat show delivered on Facebook Live where the audience already is at"

Bustle's Extra Sharp will broadcast live every Wednesday at 1 p.m. EST from the floor of the New York Stock Exchange.

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About Cheddar

Cheddar is a live and on demand video news network focused on covering the most innovative products, technologies, and services transforming our lives. The network covers this news through the lens of the companies and executives driving these changes. Cheddar broadcasts from Post 10 on the floor of the New York Stock Exchange and NASDAQ Marketsite. The company was founded by Jon Steinberg, President and Chief Operating Officer of BuzzFeed from 2010 to 2014.

About Bustle

Bustle is the largest digital media property aimed at Millennial women, reaching over 45 million unique readers a month. Bustle delivers everything readers want to know, see, and read right now — spanning breaking news, entertainment, lifestyle, fashion + beauty, relationships and more (www.Bustle.com)