



CALLING ALL 'PROJECT RUNWAY' FANS – BRAVO LAUNCHES FIRST-EVER MOBILE FAN CLUB, SPONSORED BY L'ORÉAL PARIS

Bravo Partners With Socialight For A "Project Runway" Guide To New York

NEW YORK – November 14, 2007 – "Project Runway" fans can get even closer to their favorite show as Bravo launches their first-ever mobile fan club. Sponsored by L'Oréal Paris, by texting RUNWAY to 27286 (BRAVO), members can receive exclusive content including video, behind-the-scenes messages, interaction with designers and more. Fans will get a "Project Runway" guide to New York which encompasses the designers and judges favorite places in New York – from favorite fashion and shopping destinations to restaurants, museums, parks, tattoo parlors and their recommendations of what to order, buy, see and do and why it's special to them. Find out where season three's Santino Rice likes to eat pizza, season two's Nick Verreos' favorite places to shop or season two's Daniel Vosovic's tips on where to buy fabric.

Bravo has partnered with Socialight (www.Socialight.com), a location-based social platform that lets people create, share, and discover virtual sticky notes tied to real-world places. On the web, fans can view an interactive New York map with notes detailing the actual places where challenges and highlights occurred in past seasons of "Project Runway" including Parsons the New School for Design, Mood Fabrics, Bryant Park and even Michael Kors' studio. When accessed using a mobile phone, the experience truly comes alive. Fans can discover behind-the-scenes, insider information when near the featured locales on the streets of New York.

Specifically, members of the "Project Runway" Mobile Fan Club will gain access to:

- Behind-the-scenes video from the designers timed to specific actions in the show
- Video fashion tips from the judges and designers
- Project Runway Guide to NY - interactive searchable map with recommendations from designers and judges, available on mobile and web
- Tune-in reminders
- Runway IQ questions testing their knowledge about the episode, with correct answer unlocking bonus content
- Ability to send questions to designers
- Exclusive promotional wallpaper of the designers

Founded in 2005, Socialight is the leading mobile platform for developing communities around local content. For more information, visit www.socialight.com on the web or m.socialight.com from a mobile browser.

“Project Runway” is co-produced by The Weinstein Company and Miramax Films. Magical Elves' Dan Cutforth and Jane Lipsitz ("Top Chef," Project Greenlight," "Last Comic Standing") and Rich Bye are executive producers. Klum is host and executive producer and Desiree Gruber and Jane Cha of Full Picture are also executive producers. Barbara Schneeweiss oversees the production on behalf of The Weinstein Company.

Bravo is a program service of NBC Universal Cable Entertainment, a division of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Bravo has been a NBC Cable Network since December 2002 and was the first television service dedicated to film and the performing arts when it launched in December 1980. For more information visit www.bravotv.com.

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