



Global Fashion Icon Cat Deeley Goes Behind the Scenes With Original Web Series on Yahoo!

'In the Dressing Room' — Produced by Deeley, Yahoo! And Collective Digital Studio — is live Today on omg!

SUNNYVALE, Calif. & BEVERLY HILLS, Calif.--(BUSINESS WIRE)-- Yahoo! (NASDAQ:YHOO), the premier digital media company, and Collective Digital Studio, the online content division of leading entertainment management and production company The Collective, today announced the launch of the original Web series "In the Dressing Room" from Cat Deeley, the host of FOX Broadcasting Company's number one dance show "So You Think You Can Dance." Produced by Deeley, Yahoo! and Collective Digital Studio, "In the Dressing Room" is live today on omg! from Yahoo! (<http://omg.yahoo.com>), the number one entertainment news site in the U.S. with more than 32 million unique visitors each month, more than twice the number of TMZ.



Cat Deeley. Credit John Kevor/Getty Images.

"In the Dressing Room" (<http://omg.yahoo.com/blogs/thefamous/in-the-dressing-room-with-cat-deeley/1570>) is a 20-episode twice-weekly series, which provides omg!'s audience backstage access to Cat's dressing room before she goes live on "So You Think You Can Dance." In each episode, Cat will provide viewers with fashion and beauty tips, her wardrobe selections and the inside scoop about her fashion inspiration behind each look. Additionally, Cat will offer viewers the chance to win a personal item from her wardrobe by participating in a challenge. "In the Dressing Room" will run for 10 weeks and will be promoted across the Yahoo! network.

"Video is a top priority for Yahoo!, and this new web series produced by Cat Deeley and Collective Digital Studio is an important part of enhancing the video experience across the Yahoo! network and will add to our premium portfolio of original programming," said Erin McPherson, VP and Head of Originals and Video Programming. "Yahoo! has eight out of the top 10 shows online and 'In the Dressing Room' will continue to grow our ability to offer a rich canvas for brands to tell their stories and integrate their brand into the next generation of digital programming."

"We're continually looking for new ways to build global entertainment brands for our clients," The Collective CEO Michael Green said. "omg!, with its ability to attract a massive audience interested in the intersection of entertainment and fashion, is an ideal platform for Cat's first original Web series, which is the first series out of the gate from Collective Digital Studio."

Deeley, a former model turned television personality, has been hailed as one of the best dressed celebrities in the industry today, gracing the cover of several fashion magazines and fronting massive brand campaigns. She is often asked by fans to provide style advice, and also writes a blog for InStyle.com about her look.

"We have so much fun backstage I can't wait for the audience to be a part of it," Deeley said. "I have a passion for fashion and if the audience does too they will find this fun and entertaining!"

The launch of "In the Dressing Room" is a continuation of Yahoo!'s success in original programming and branded entertainment. Yahoo!'s original programming U.S. audience for May was 24.2M unique visitors, one of its largest monthly audiences ever, with users spending an average of 86.1M minutes, also one of the highest engagement numbers to date. Yahoo!'s successes in the original programming and branded entertainment space in the U.S. include:

- "Primetime in No Time," (<http://primetime.tv.yahoo.com/>), a daily recap of previous night's most popular TV shows, is the most watched original program online and just surpassed 500 million streams
- "The Daily Ticker" (<http://finance.yahoo.com/blogs/daily-ticker/>), is the most successful online finance show (with millions of viewers on peak days) providing inside scoop on tech stocks
- "Who Knew?" (<http://www.whoknew.news.yahoo.com/>), on Yahoo! News has generated nearly 100M streams in one year and has spawned spin-offs on omg! as well as internationally — in the UK and France
- "Trending Now," (<http://beta.news.yahoo.com/blogs/trending-now/>), a daily newscast of top headlines & trending topics from Yahoo! search data and social media, received over 5.5 millions streams its first week

About Collective Digital Studio

Collective Digital Studio is the online content division of leading entertainment management and production company The Collective. Formed in 2005, the Collective's mission is to unlock the value of the direct relationship between artists and their fans by identifying, developing and maximizing opportunities for creative talent across a multitude of media platforms. Clients include Linkin Park, Counting Crows, Enrique Iglesias, Slash, Alanis Morissette, Godsmack, Martin Lawrence, Michelle Rodriguez, Emile Hirsch, Jason Isaacs, Eliza Dushku, Eddie Izzard and Lucas Cruikshank AKA "Fred." Based in Beverly Hills, The Collective employs a staff of more than seventy employees.

About Yahoo!

Yahoo! (NASDAQ:YHOO) is the premier digital media company, creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. And Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. Yahoo! is headquartered in Sunnyvale, California. For more information, visit the pressroom (pressroom.yahoo.com) or the company's blog, Yodel Anecdotal (yodel.yahoo.com).

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