



For Immediate Release

TIME UNVEILS NEW WEBSITE
New TIME.com Offers Round-the-Clock News Coverage,
More Dynamic Features and Updated Design

(New York, NY, January 8, 2007) – TIME unveiled its new website today, featuring constantly updated news coverage, new interactive features, and a new streamlined design, it was announced by **John Cantarella**, TIME.com’s general manager and **Josh Tyrangiel**, managing editor of the site.

Within the familiar red TIME border, the redesigned site now offers round-the-clock daily news coverage to complement the magazine’s new Friday on-sale date, which went into effect last week. In addition to experiencing TIME’s unparalleled brand of analysis and reporting online, TIME.com’s nearly 4 million monthly unique visitors will interact with new features and blogs, including these initial offerings:

- “The Ag” – An aggregation and summary of the most important news stories every day by 7am ET from daily newspapers and blogs around the world;
- “Swampland” – Hosted by TIME.com’s Washington editor **Ana Marie Cox**, this blog will include political buzz and breaking news from TIME’s political team including columnist **Joe Klein** and Washington bureau chief **Jay Carney**;
- A regular column on intelligence by former CIA operative **Robert Baer**;
- “The Curious Capitalist” – Former FORTUNE writer **Justin Fox** brings his business blog to TIME.com later this month;
- “Looking Around” – TIME art critic **Richard Lacayo** blogs about the worlds of art, architecture and photography;
- China blog – TIME’s **Susie Jakes** and **Bill Powell** report from China;
- “Nerd World” – TIME’s book critic and self-proclaimed “King of Nerdistan,” **Lev Grossman**, blogs about video games, fantasy books and other hallmarks of “Nerd Culture”;
- Middle East blog – TIME’s **Scott MacLeod** and **Andrew Butters** will report on the latest news out of the region and provide a forum for readers to debate issues;
- The entire TIME archive of stories and covers, dating back to the magazine’s 1923 debut issue, completely free of charge.

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“Starting today, TIME.com becomes a 24/7 news site,” said Cantarella. “We’re delighted to offer TIME.com users a completely new and richer experience on the site, and also give advertisers a rapidly growing, desirable audience in a clutter-free environment.”

Says Tyrangiel: “Not only are we giving the site a long-overdue facelift, but TIME.com will be sharper, more dynamic and more conducive to showcasing TIME’s world-class photography and superb writers and columnists.”

“With the blizzard of information out there today, there is both a need and a hunger for one brand to make sense of it all,” says **Richard Stengel**, TIME’s managing editor. “The new TIME.com allows us to serve as the guide through that chaos seamlessly and continuously all day every day, complementing the premium product of the magazine, now arriving on Fridays.”

Ed McCarrick, TIME president and worldwide publisher, adds, “The investment we’ve made in TIME.com makes TIME an even more powerful 24/7, 365-day-a-year global communications brand. The site is now an increasingly attractive element of TIME’s many cross-platform offerings.”

TIME.com is a fast-growing national news site: page views for the site grew over 120% to 32.5 million from November 2005 to November 2006, and unique visitors grew over 35% to nearly 4 million.

TIME is a global multimedia brand that includes TIME.com, TIME Style & Design, TIME for Kids and Timeforkids.com. TIME’s worldwide editions include TIME U.S., TIME Canada, TIME Europe, TIME Asia and TIME South Pacific. TIME magazine is the world’s largest weekly newsmagazine with a domestic audience of more than 20 million and a global audience of more than 27 million.

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