

**Bustle Digital Group Taps Former Goldman Sachs Executive  
Deb Schwartz as Chief Financial Officer**

*- Schwartz to Lead the publisher's M&A Strategy -*

Bustle Digital Group, the publisher of Bustle, Romper, and Elite Daily, has tapped Deb Schwartz as Chief Financial Officer. Schwartz will lead Bustle Digital Group's acquisition strategy as the publisher positions itself to bid on additional properties in 2018.

Bustle Digital Group reaches 80 million readers monthly. The company acquired Elite Daily from Daily Mail and General Trust in May of 2017 and brought the "Gen Y" focused property into the fold alongside Bustle, the largest independent website for millennial women, and Romper, the leading site for millennial moms. Bustle Digital Group saw revenue increase over 50% year-over-year in 2017. The publisher also experienced growth in key brand categories, average deal size, affiliate revenue, and video licensing and partnership deals.

"As we begin to focus on M&A initiatives, Bustle Digital Group will benefit greatly from Deb's experience. This is a critical time for our industry, and her strategic vision will help drive our planning forward," said Bustle Digital Group CEO, Bryan Goldberg.

"Bustle Digital Group has grown tremendously over the last four years and has seen incredible success with acquisitions like Elite Daily. I'm excited to lead the efforts to find new opportunities to grow the business and expand the Bustle Digital Group audience and voice," said Schwartz.

Prior to Bustle Digital Group, Schwartz was a Vice President at Groupon, leading the Investor Relations function. Before that, she was a Vice President in investment research at Goldman Sachs with lead coverage of the small and mid-cap e-commerce and online advertising stocks. Schwartz has her MBA from Harvard University and a BS/BA from the University of Pennsylvania.