



NINEMSN HONEY NAMED DIGITAL MEDIA PARTNER FOR MERCEDES-BENZ FASHION WEEK AUSTRALIA

Nine Entertainment Co. today announced Mi9's new beauty and fashion site, ninemsn Honey, as the official digital media partner of Mercedes-Benz Fashion Week Australia.

Launching April 1, honey.ninemsn.com.au is a boutique digital destination offering style-conscious women practical advice and smart, entertaining writing on fashion and beauty in a visually stunning environment – the perfect home for coverage of Mercedes-Benz Fashion Week Australia.

As Mercedes-Benz Fashion Week Australia celebrates its 20th year, ninemsn Honey will live stream the entire event from April 12 to 16, including video-on-demand of every show, approximately 12 hours of live content each day, exclusive back-stage and designer interviews and – viewable online for the first time - iconic footage from the last 20 years of fashion week in Australia.

Steve Geelan, Commercial Director at Mi9, said: "We are delighted to be partnering with IMG as the official digital media partner of Mercedes-Benz Fashion Week Australia. The synergy between the event and ninemsn Honey works incredibly well, the perfect match for our audience and advertisers as we provide the opportunity to be associated with exclusive content from this celebrated event, in Australia's newest fashion home."

On the launch of ninemsn Honey, Hal Crawford, Editor in Chief and Publisher at ninemsn, said: "This is one of the most exciting things we've ever done – creating a fashion and beauty site from scratch. We're seeing ninemsn Honey as the accessible, useful alternative, between a high-end fashion magazine and a fashion blog. It's smart and beautiful and it's relevant to a lot of Australian women."

The launch of ninemsn Honey is part of the transformation of the entire Lifestyle section of Australia's most loved online destination, ninemsn. Also launching on April 1 is ninemsn Coach, a diet and fitness destination focused on positive, motivational content that empowers women to succeed on their own terms, as well as ninemsn Pickle, a viral news magazine site that covers the stories getting traction online and on social networks.

**Live stream Mercedes-Benz Fashion Week Australia at
honey.ninemsn.com.au: April 12 – 16, 2015**

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entertaining australia