 

**HERE MEDIA AND VIMEO PARTNER TO SPOTLIGHT LGBT PROGRAMMING**

 New Partnership Highlights Content Made For and By the LGBT Community Including the Here Media Films *Out West* and *Hush Up Sweet Charlotte*

**February 16, 2016 (Los Angeles, CA)** – Today, [Here Media](http://www.heremedia.com/), the world’s leading LGBT media and marketing strategy firm, and video streaming platform, [Vimeo](https://vimeo.com/) partnered on a new initiative to spotlight the groundbreaking work being created by LGBT filmmakers. The partnership extends Vimeo’s commitment to diversity in the LGBT space with an investment in quality LGBT programming. The deal also allows Vimeo to directly reach the influential LGBT consumer through marketing and advertising campaigns that will run across Here Media’s iconic brand platforms, including *The Advocate*, *OUT*, Pride.com, Here TV, and *Plus* magazine.

Paul Colichman, CEO of Here Media shared, “By partnering with Vimeo, Here Media further expands its community of storytellers, innovators and influencers and upholds its mission to give a creative voice to all people in the LGBT space, as well as bridging our brand’s audiences to these content creators.”

Sam Toles, Vimeo’s Head of Global Content Acquisitions and Distribution added “Vimeo has always been proud to support diversity in its programming. We are delighted to further our commitment to sharing the screen with the most talented LGBT creators through this exciting collaboration”.

The first Here Media film included in the partnership comes from Billy Clift, the director behind the critically-acclaimed feature film *Baby Jane?*. Written and directed by Clift, the comedic thriller, ***Hush Up Sweet Charlotte,*** premiered on Vimeo onFebruary 15, 2016, and is available athttps://vimeo.com/ondemand/hushupsweetcharlotte. Charlotte Holler is about to lose everything, especially her mind, in this parody of the Bette Davis cult classic *Hush Hush Sweet Charlotte*. The film stars Mink Stole, David Millbern and Varla Jean Merman.

***Out West***, the second Here Media film in the partnership, centers on celebutante Prissy Alcott, who leaves her luxe Reno life behind and returns to her childhood home in Colorado after learning that her family has gone broke and is selling their ranch. She tries to reboot the family enterprise as a dude ranch with the help of her three gay friends. Directed by Lee Brownstein, *Out West* stars Jennifer Elyse Cox, Sean Astin, and Daniel Baldwin.

As a full service marketing and media company, Here Media will cross promote the films and other LGBT Vimeo content across all of the touch points of the iconic LGBT brands in its portfolio, believed to reach a majority of adult LGBTs. With a combined audience of 10MM+ monthly unique viewers across digital, social, print and television, Here Media has unparalleled scale in the LGBT space.

“We’re thrilled to partner with Here Media as the brand begins to enter the LGBT space,” Toles continues. “We look forward to bringing the Vimeo audience thought-provoking films and continuing our on-going partnership with Here Media that will expand beyond the premieres of *Hush Up Sweet Charlotte* and *Out West*.”

**About Here Media**:

Here Media Inc. is the leading producer and distributor of news and entertainment media for the LGBT community worldwide. Here Media owns the most iconic brands across all platforms in the space and distributes gay content with universal, humanistic appeal. Its distribution platforms include television, VOD, digital, print, mobile, and social. And its media assets include OUT, The Advocate, Here TV, PRIDE, Gay.com, Plus magazine, Out Traveler and SheWired.

**About Vimeo:**

Vimeo’s mission is to empower creators to make, share and sell amazing videos directly to viewers worldwide, in the highest quality possible and with no interruptive advertising. Vimeo is home to the world’s leading video creators and the hundreds of millions of viewers who love them.

Founded in 2004 and based in New York City, Vimeo, LLC is an operating business of IAC (NASDAQ: IACI).

*Forward-Looking Statements*

In addition to the historical information contained herein, this press release may contain forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties, and other factors which may cause the actual results, performance, or achievements of the company to differ materially from any future results, performance, or achievements expressed or implied by such forward-looking statements. Such factors include, among others, the limited operating history and variability of operating results; ability to achieve its operating plan; competition; timing and success of product launches; success of marketing efforts; and dependence on technology infrastructure, cable and satellite operators, and the Internet.