



NEW MEDICI IP NETWORK
March 2010

New Medici will be rolling out a network of niche media + lifestyle sites in 2010:

- **NewMedici.com** [live] - Innovators, Benefactors and their Lifestyles - a media + lifestyle perspective on innovation in all its new Renaissance forms.
- **Anti-Nation.com** - “Change the Game.” A ring of “anti” sites focused on game-changers in multiple verticals, including anti-studio, anti-style, anti-tech, anti-luxury, and others.
- **TheTenSpot.com** - “10 Second Must-Reads” in Media + Lifestyle - aggregated from across the web, the most valuable “top 10” lists for bite-sized consumption.
- **Zeitgeist.com** - “Your First-Class Ticket to the Era.” Full access to the Zeitgeist – intelligent voices in culture, intellect, ethics, spirituality and the political climate of our era.
- **Reelist.com** - “Hollywood Made Real.” Tinseltown attitude with a heavy dose of realism. Reelist will cover the films, visionaries and awards that move the needle in cinema.
- **GirlMeetsGrape.com (GMG)** - Based on the successful wine series at Yahoo! Food, WineTasteTV and Luxury Life & Style and Westside magazines, Girl Meets Grape is a site for “all things wine and lifestyle” by Bonnie Graves.

Anti-Nation Sites

Below is a list of the “Anti-Nation” sites - each will individually speak to the game changers within each of the verticals with cross-over between revolutionary ideas:

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|-----------------|---------------|---------------|
| • anti-studio | • anti-wealth | • anti-health |
| • anti-style | • anti-travel | • anti-food |
| • anti-tech | • anti-sports | • anti-games |
| • anti-business | • anti-luxury | • anti-gadget |

“With so many blogs, networks and media brands creating timely yet disposable (and certainly quickly dated) information and news sites, it was high time to create a ring of branded sites that innovated content while simultaneously making it more relevant and longer tailed: content that will change the game.”

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