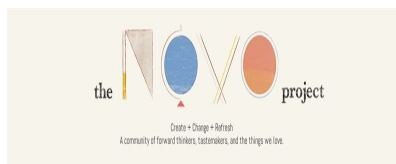




JENNA BUSH HAGER AND MIA BAXTER LAUNCH THENOVOPROJECT.com TO BRING FORWARD THINKERS & TASTEMAKERS TOGETHER IN AN INTERACTIVE ONLINE COMMUNITY

TheNovoProject.com Launches With Mother's Day Themed Interviews With First Lady Laura Bush, Debbie Baxter, Stylist Kate Young and Country Legend Loretta Lynn



Los Angeles, CA (05.09.12) --- Jenna Bush Hager and Mia Baxter, advocates for change, journalist, photographer and best friends are launching TheNovoProject.com, their new online community committed to "Create + Change + Refresh. A community of forward thinkers, tastemakers, and the things we love." The site launches in conjunction with Mother's Day, spotlighting several mothers that are influencing the world at large (and at home), including in depth interviews with fashion stylist Kate Young, songstress Loretta Lynn and Novo founders' mothers, former first lady Laura Bush and interior designer Debbie Baxter. TheNovoProject.com is the newest addition to the EQAL Media Networks.

Jenna Bush Hager and Mia Baxter say, "We are thrilled to bring TheNovoProject.com to a community of like minded readers. We are excited to highlight people and organizations that are creating change, and start a conversation about service and innovation."

Rob Weiss, Chief Content Officer and Head of Media Networks for EQAL says, "TheNovoProject.com will bring passion and perspective to a new site which utilizes the EQAL Media Networks capabilities in the best ways – to share, interact and solidify a community online."

As the site evolves, it will bring fresh and thoughtful commentary on how members can make change—big and small—occurring the world-over and share their personal inspirations. The interactive community will feature and encourage comments and feedback from the readers and will incorporate Twitter, Facebook, YouTube and other social media applications. The inspiration for the project name derives from the Latin word, NOVO, meaning refresh, revive, create, invent and change.

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About The Novo Project

Create + Change + Refresh. A community of forward thinkers, tastemakers, and the things we love.

Best friends and founders of TheNovoProject.com, Jenna Bush Hager and Mia Baxter share a passion for travel, food, art, and stories and photos of the people and things that are making an impact in the global community.

The Novo Project is a website, and overall mission, that is focused on spotlighting game changers, influencers and inspiration from everyday life. It is a source and community for forward thinking, innovative design and creative pursuits.

About EQAL:

EQAL is a next-generation media company that combines technology and people to power 24/7/365 digital media properties around consumer brands and celebrities. An EQAL media property is a multiplatform digital magazine that creates a seamless experience for fans across various devices and social networks. With over 25 media properties, including Jennifer Lopez, Bethenny Frankel, Elizabeth Banks, La La Anthony, The Kind Life with Alicia Silverstone, Stan Lee, Tori Spelling, Lauren Conrad, Sugar Ray Leonard, Tyson Chandler, Bella Thorne, Derek Hough, Michelle Phan, KRAFT's Real Women of Philadelphia, Walk With Walgreens, and YouTube phenoms Elle & Blair Fowler, our network reaches more than 30 million trend-setting consumers and generates over 3 billion content impressions every month. EQAL was founded by online programming pioneers Miles Beckett and Greg Goodfried who created many of the "firsts" in the development of the online video industry with *lonelygirl15*, *KateModern* and *Harpers Globe*. In April, EQAL launched u look haute, the premier fashion and beauty channel on YouTube, which surpassed 1 million video views in its first 16 days.

For more information on TheNovoProject.com, please contact:

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