



TIME INC.'S COASTAL LIVING BRAND AND RFC MEDIA SERVE UP THE SOUNDTRACK FOR SUMMER WITH COASTAL LIVING RADIO

*COASTAL LIVING Defines Its Music Signature for a 20th Anniversary Celebration
Of the COASTAL LIVING Brand*

(NEW YORK, NY, May 23, 2017)—Time Inc.'s (NYSE:TIME) COASTAL LIVING brand and Houston-based RFC Media today announced the start of season 3 of COASTAL LIVING RADIO. The top-down, hands-in-the-air, good-time summer songs begin to roll on Friday, May 26, just in time for the Memorial Day weekend. COASTAL LIVING RADIO can be heard anytime, anywhere, online at www.coastalliving.com or on any digital device via the TuneIn mobile app.

COASTAL LIVING RADIO is the brand's music expression. The station's combination of music and brand imaging presents sponsors with the opportunity to spend more time with those who celebrate the coastal life.

"With great music and tips and tricks for summer entertaining, coastal décor and more, COASTAL LIVING RADIO is the streaming radio home for summer," said Steele Marcoux, Editor-in-Chief of the COASTAL LIVING brand. "Our editors not only preview upcoming features on COASTAL LIVING RADIO, but they also update listeners on timely summertime activities for the coastal enthusiast."

Donna McKenzie is RFC Media's on-air lead for COASTAL LIVING RADIO. Donna is a well-known national broadcast voice and is widely recognized as a consistent force for new music discovery. In collaboration with COASTAL LIVING editors, each day's original programming includes a specially curated summer music mix and a running narrative of features focused on the best of summer. Custom-produced content is created for topics including casual food, wine, coastal décor, resort getaways, weekend hot spots and other essentials that encompass the COASTAL LIVING brand.

Pat Fant, Co-founder and Chief Operating Officer of RFC Media said, "COASTAL LIVING was way ahead of the trend toward adding structured streaming radio to the contact points fans use to experience the COASTAL LIVING brand. The music signature has been perfectly tuned to match the creative feature content. 'Brandcasting' is really all about the listener. We've worked with the COASTAL LIVING brand team to create the perfect context for the enjoyable content presented on air. We're thrilled that COASTAL LIVING RADIO listeners have responded so well to the fun of discovering new music in this perfectly tuned summer environment."

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ABOUT TIME INC.

Time Inc. (NYSE:TIME) is a leading content company that engages over 170 million consumers every month through our portfolio of premium brands across platforms. Our influential brands include PEOPLE, TIME, FORTUNE, SPORTS ILLUSTRATED, INSTYLE, REAL SIMPLE and SOUTHERN LIVING, as well as approximately 60 diverse brands in the United Kingdom.

ABOUT COASTAL LIVING

The COASTAL LIVING brand (<http://www.COASTALLIVING.com/>) is the source of inspiration and information for people who celebrate life along the coast. It serves a total audience of nearly 4 million. COASTAL LIVING is produced by Time Inc., a leading content company that engages over 170 million consumers every month through its portfolio of premium brands across platforms. Follow COASTAL LIVING on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

ABOUT RFC MEDIA

RFC Media LLC develops and publishes streaming radio brand experiences that build community among a given constituency. The firm has become the leading specialty content provider of structured, streaming radio channels for brands, events and ideas. RFC's custom radio channels are live-hosted and hand-crafted to lend flair to any brand story, and wrap it around the perfect music signature, whether one exists or not.

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