



Voxy from left: Jill Holwager, Carol Leifer, Sharon Sussman, Kristi Kaylor, Julie Warner, Hillary Carlip, Natasha Pearce, Nancy Josephson, Mary-Ellis Bunim, Connie Tavel, Maxine Lapiduss, and Jane Anderson.

The Group: Voxy Women

Meet Jennifer Aniston's new girl gang.

It's the kind of hook any network catering to teen girls would kill for: a talk show with Jennifer Aniston as host and her fans as the guests. Voxy, a new interactive Internet company, is that network. And Aniston, for half an hour a week, will be one of the girls, chitchatting online "about anything from social politics to family and friends." It's just unfortunate that the star couldn't be photographed with her Voxy colleagues, a tightly knit and otherwise fiercely committed group, above.

Voxy (from *vox*, meaning voice, and XX, the female chromosome) combines Hollywood names, stalwart backing, and a freewheeling attitude to produce interactive programming. Founded in 1999 by Kristi Kaylor (an MTV protégée), Maxine Lapiduss (a television writer/producer who worked on *Roseanne* and *Ellen*), and Hillary Carlip (author of *Girl Power: Young Women Speak Out*), the company will launch online this October. Later, with the help of a set-top box, Voxy will be streamed onto a digital cable channel, which means viewers will be able to watch shows like Voxy's dating game, *That's What Friends Are For*, on a television set while simultaneously e-mailing the contestants or ordering the host's outfit. Which, of course, is just the beginning. "What started out as an interesting concept has become a mission," says Lapiduss, thrilled to be liberated from the confines of traditional television. "We plan to launch Voxy films, music, and publishing, all of which will be about empowerment and creativity. It will be a wide-open canvas." ■

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