

For Immediate Release

Media Release

SPH Magazines Announces Strategic Investment in Luxury Insider Group

Singapore, 11 October, 2010 – SPH Magazines Pte Ltd ("SPH Magazines"), a wholly-owned subsidiary of leading media group Singapore Press Holdings Limited ("SPH"), today announced that it has acquired 34% of Antarctica Interactive Private Limited, the holding company of the Luxury Insider Group.

The Luxury Insider Group is an integrated luxury media company which owns online publications Luxury-Insider.com, Inluxe.cn, as well as the luxury print magazine BACCARAT Magazine in Hong Kong. The Group is also the contract publisher for Citibank for the latter's Ultima Magazine, a controlled circulation title for ultra high net worth individuals. The Group has offices in Singapore, Hong Kong and Shanghai.

With online ad spend increasing year on year, this partnership will accelerate the Luxury Insider Group's expansion plans through SPH Magazines' extensive sales and distribution network, while strengthening SPH Magazine's online offerings in the luxury space in the region.

Commenting on the investment by SPH Magazines, Mr Julian Peh, Founder and Chief Executive Officer of the Luxury Insider Group, said: "We are delighted to welcome SPH Magazines as a shareholder and strategic partner in our business. SPH Magazines and its subsidiaries own and publish leading luxury magazines in China and the Asia-Pacific region, and I look forward to their active participation in our planned expansion, particularly in 2nd and 3rd tier cities in China."

"Many joint initiatives are in the pipeline, and I am certain that the combination of SPH Magazines' publishing expertise and our online know-how will result in more powerful marketing solutions for our luxury clients and advertisers," Mr Peh added.

Mr Loh Yew Seng, Chief Executive Officer of SPH Magazines, said: "The Luxury Insider Group is a dynamic media team with a fiercely entrepreneurial spirit. Under Julian's leadership, the Group has developed the leading online luxury platforms in Asia, and at the same time, produced high-quality print magazines. With its focused strategy of product development, the Group grew strongly in revenues and earnings even during the recession of 2009."

Mr Loh added: "This investment complements SPH Magazines' strategy to strengthen our online offerings. I'm confident the synergies garnered through this partnership will add value to both readers and advertisers."

**ISSUED BY SPH MAGAZINES PTE LTD.
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About Luxury Insider Group

Launched with a single website in 2006, the Luxury Insider Group is now an integrated media company that publishes 4 leading luxury magazines in both online and print mediums, with offices in Singapore, Hong Kong and Shanghai.

The Group was a global pioneer in online luxury publishing, with its flagship product Luxury-Insider.com being Asia's leading luxury website today, and InLuxe.cn growing strongly in its Chinese readership. Combining high quality editorial with deep technical knowhow in digital delivery, the group's websites constantly raise the standards of luxury content published online.

Through its early start, the Group is the most trusted online media team in the luxury industry, with a long and proven track record of delivering successful online campaigns for the most prestigious luxury houses.

Constant focus on editorial quality enabled the Group to make waves in the print medium as well. Building on its early success in supplying content to other publishers, the Group now owns and publishes Baccarat Magazine, a vibrant luxury lifestyle title with more than 10 years of history in Hong Kong. The group's editorial credentials were further affirmed by its winning of the Citibank contract to publish Ultima Magazine, a controlled circulation title for Citibank's ultra-affluent Ultima clients.

As the first luxury publisher in Asia to have a truly integrated approach to publishing, the Luxury Insider Group is in a prime position to assist luxury companies with innovative and effective marketing solutions to reach the sophisticated Asian luxury buyer of today.

Visit www.luxury-insider.com for more details.

About SPH Magazines

A leading publisher in Singapore and the region, SPH Magazines Pte Ltd is a wholly-owned subsidiary of media giant Singapore Press Holdings Limited.

With a proven track record for sterling editorial content and award-winning designs, SPH Magazines raises the bar as a dynamic magazine publisher. In its stable are about 100 titles in English and Chinese, covering lifestyle, fashion, beauty, society, bridal, health, men's lifestyle, automobile, parenting, décor, new media and business. All the newsstand publications, including flagship title Her World, and other well-known titles such as Female, The Peak, Home and Décor, Nuyou, Torque, HWM and GameAxis are among the highest-circulating titles and best-read in their respective lifestyle categories.

SPH Magazines' established editorial unit provides excellent custom publishing services to major corporate clients by producing custom lifestyle magazines, newsletters and other collaterals to meet their business needs. In addition, its regional IT portal, www.hardwarezone.com^(R), is consistently the No.1 online portal as attested by the Hitwise awards over the last 2 years. Its subsidiary, clickTRUE Pte Ltd, is a Pay Per Performance online marketing company specialising in Online Media Planning, Search Engine Marketing and Optimisation, Web Analytics Consultancy and Landing Page Optimisation.

With a vision to continue regional growth, SPH Magazines is set to become Asia's publishing powerhouse, with a presence in China, Hong Kong, India, Indonesia, Thailand, Malaysia, The Philippines and Vietnam. Magazines in its fold have achieved strong market presence in their respective sectors, as well as distinguished track records and solid reputation.

As a Publisher of Choice, SPH Magazines aims to deliver the best to meet the diverse needs and interests of readers and advertisers.

Visit www.sphmagazines.com.sg for more information.

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