

FOR IMMEDIATE RELEASE

Goldarths Review launches Pilot Issue

11 July 2006 - Goldarths Inc. launched today the pilot issue of Goldarths Review, the first online magazine to combine high technology and high luxury into an exclusive online environment for luxury.

Located at www.goldarths.com, Goldarths Review's editorial focuses on the finest products and services in the world, such as supercars, luxury yachts, fine timepieces, bespoke suits among many other exclusive categories.

With an emphasis on craftsmanship and *savoir-faire*, this new online magazine boasts world-renowned experts as contributors and columnists on their respective areas of expertise.

Built atop a sophisticated content management system, articles are purpose-built and optimized for web-viewing, with rich media and interactive elements suitably integrated to enhance the overall viewing experience.

"Goldarths Review represents an exciting new development in luxury publishing," said Julian Peh, founder and publisher of Goldarths Review. "With high quality content at its core, we have harnessed the best of web-technologies and design to create a truly exclusive environment for luxury on the Internet."

"Most importantly, true luxury is about personalization of wants, and Goldarths Review shall be a magazine in constant evolution, always interacting with our readers to learn about their likes and dislikes. Over time, we hope to produce content that is ideally suited to the individual preferences of our readers."

About Goldarths Inc.

Goldarths Inc. is a new media house headquartered in Singapore, with offices in the United Kingdom and Hong Kong.

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