



HEART MEDIA PTE LTD

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PRESS RELEASE

FOR IMMEDIATE RELEASE

Heart Media to publish L'OFFICIEL Singapore edition

SINGAPORE, August 27 2013 — Heart Media, South-East Asia's leading luxury publisher, will take over the publishing of fashion magazine L'OFFICIEL Singapore starting from the October 2013 issue.

Owned by Paris-based *Les Editions Jalou*, the acclaimed and award-winning French title is renowned for its focus on high-end fashion and luxury lifestyle. Launched in France over 90 years ago, L'OFFICIEL is now published in 30 different countries and stands as the ultimate fashion bible.

Announcing this partnership, Chief Executive Officer of Les Editions Jalou Benjamin Eymere explained, "Over the past 10 years, we have witnessed the growing importance and affluence of the Asian markets. Today, Singapore is at the very heart of this vibrant region and hosts sophisticated and demanding consumers savvy with the latest fashion news and trends. We trust that Heart Media, strongly established in Singapore and already operating fashion titles, will bring L'OFFICIEL to new heights".

Olivier Burlot, CEO & Publisher at Heart Media, commented "L'OFFICIEL is one of the most respected fashion titles in the world. We are honoured to be the new publisher of its Singapore edition. Heart Media has proven that it can attract strong and creative journalistic talents; it has also proven that it can successfully extend the distribution of its titles to qualified and well-targeted readers. L'OFFICIEL Singapore will benefit from such expertise and strong track record in the publishing field".

The October 2013 issue of L'OFFICIEL Singapore will be published by Heart Media. Major fashion houses and leading international high-end jewellers have committed to advertise in the coming issues of the fashion title as a definite sign of confidence in the team and new publisher.

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About Heart Media

Heart Media, the publisher of WOW, WOW Jewellery, MEN's FOLIO, FORM, ROOM, PALACE magazines is committed to publishing market leading magazines and digital media that connect with the region's affluent and brand-conscious consumers through their chosen lifestyle activities. Heart Media's titles have established solid reputations in their respective sectors with illustrious track records. Each one has built a strong market presence across Singapore, Malaysia and Indonesia.

With a vision to strengthen its regional growth and offices in Singapore, Kuala Lumpur, Jakarta, Hong Kong and Shanghai, Heart Media is regarded as one of Asia's fastest growing media and publishing houses.

For more information, please visit: www.heart-media.com

Or contact Mr. Nicholas Tan at info@heart-media.com Tel: (+65) 6733 9931

About Les Editions Jalou

Les Editions Jalou is a family media group based in Paris, at the heart of the fashion world, for over 90 years. It is 100% controlled by the Jalou family, and presided by Ms Marie-Jose Jalou. Originally standing as the referent Paris Haute Couture trade media, the group has adopted an international dimension over the decades, and progressively added other brands and products to its portfolio. It has eleven well-established magazines (L'Officiel, L'Officiel Hommes, L'Officiel Travel, L'Officiel Watches, L'Officiel 1000 Models, L'Officiel Beauty & Plastic Surgery, Jalouse, L'Optimum, L'Officiel Art and L'Officiel Paris Guide), and a branded concierge service (L'Officiel Conciergerie).

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