



Heart Media - Press Release

FOR IMMEDIATE RELEASE

WOW Magazine, a leading watch magazine in Asia, today announced new expansion plans.

SINGAPORE, 19 April 2013 – Heart Media, South East Asia’s leading luxury magazine publisher today announced expansion plans for WOW, as well as a strategic partnership with WhiteWave Media Group (WWMG).

Currently published three times a year, WOW will become a quarterly magazine, to satisfy its readers' demand for more frequent updates. This will address both increased appetite amongst readers for a practical guide to wristwatches and a growing appreciation of timepieces and jewellery amongst the general public.

To begin with, a special issue of WOW focusing on both watches and jewellery will be published in the third quarter of 2013. This issue of WOW aims to take advantage of the developing desire amongst affluent South East Asian people for branded jewellery.

On the digital front, WOW will be going online as WatchWOW.com, to be launched in the third quarter of 2013. The expertise of WhiteWave Media Group, publisher of Asia's No 1 online luxury magazine Luxury-Insider.com, will back WatchWOW.com. WatchWOW.com will offer daily updates and exclusive insights on the watch world. Crucially, it will enable closer interaction between the editorial team and watch lovers.

The strategic partnership between Heart Media and WhiteWave Media Group will also lead to closer collaboration between the two teams. The current WOW team, led by its highly respected editor Ms Celine Yap, will be boosted with the fresh appointment of Mr Ashok Soman as Associate Publisher for WOW, handling business development and international expansion for the title. Mr Soman is concurrently WWMG's General Manager for South East Asia.

Julian Peh, CEO of WWMG, and Executive Director of Heart Media, said “WOW was a pioneer among watch magazines in Singapore, and it is WWMG’s honour to be able to work with Heart Media to elevate WOW in the digital media space as well.”

Olivier Burlot, CEO & Publisher of Heart Media, commented “with three editions currently in Singapore, Malaysia and Indonesia, WOW is a brand set for fast expansion both in its core markets as well as in other territories. The digital version will also provide the brand with additional clout and audience. There are exciting times ahead.”

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About Heart Media Group

Heart Media 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.

Welcome to Heart Media's world of luxury lifestyle magazines.

Visit www.HEART-MEDIA.com for more details.

About WhiteWave Media Group

Launched with a single website Luxury-Insider.com in 2006, WhiteWave Media Group is now Asia's no 1 integrated luxury media group. We publish leading luxury magazines, websites and mobile apps, 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 fast 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, delivering hundreds of 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 owns and publishes BACCARAT Magazine, a vibrant luxury lifestyle title with more than 10 years of history in Hong Kong.

The Group's portfolio of media products, including websites, print magazines and mobile apps targeting affluent luxury buyers across the region, gives it the largest and most powerful integrated media platform for luxury marketers in Asia.

As the luxury publisher combining innovation & technology with Media, WWMG 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.WW-MG.com for more details.