

FOR IMMEDIATE RELEASE

---

**20 February 2009** – Luxury-Insider.com announces launch of television commercial, media partnership with AXN Asia.

Luxury-Insider.com announced today the launch of their first television commercial on AXN Asia, marking the leading online luxury magazine's foray into mass media.

Produced in conjunction with AXN's latest original production *The Duke*, Luxury-Insider.com's television commercial will air alongside the glossy men's magazine talk show about the finer things in life as part of its strategic partnership with AXN Asia.

The 15-second long television commercial is a sharp and sleek presentation that embodies Luxury-Insider.com and showcases the magazine's innate understanding of luxury through expert editorial and the highest production quality.

Achieving on-air presence spearheads the first wave of Luxury-Insider.com's regional expansion plans this year, with the television commercial poised to heighten the magazine's prominence and exposure in the region, as well as amplify advertisers' confidence in the magazine and its network of publications.

"We are very pleased to partner with AXN Asia's *The Duke*," said publisher Julian Peh. "The airing of our commercial on regional television will undoubtedly boost our readership and further cement our position as Asia's leading online luxury magazine."

Luxury-Insider.com's television commercial can be seen from February to May '09 on AXN Asia in Singapore, Philippines, Hong Kong, Malaysia, Indonesia and Thailand. It can also be viewed at <http://www.luxury-insider.com/about/advertise.aspx>.

For more information on *The Duke*, visit [www.luxury-insider.com/Advertising/AXN-The-Duke](http://www.luxury-insider.com/Advertising/AXN-The-Duke).

---

## About The Luxury Insider Network

Founded in 2005, Luxury Insider is a premier luxury content company. It is headquartered in Singapore with offices in China and Switzerland.

It owns Luxury-Insider.com, Asia's leading online luxury magazine with expert editorial and the highest production standards on the Internet.

Luxury-Insider.com is part of the Luxury Insider Network, along with its Chinese-language sister site InLuxe.cn.

[www.luxury-insider.com](http://www.luxury-insider.com)  
[www.inluxe.cn](http://www.inluxe.cn)

---

For all press enquiries, please contact

Ruth Ho  
Business Devt Manager  
Telephone: +65 6221 2873  
Fax: +65 6221 2876  
Email: [ruth.ho@luxury-insider.com](mailto:ruth.ho@luxury-insider.com)