

FOR IMMEDIATE RELEASE

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**9 March 2009** – Baccarat Magazine today announces that it has joined The Luxury Insider Group of Companies.

Lionel Fischer, founding publisher of Baccarat Magazine who will remain a partner of the magazine in the capacity of Strategic Director, says, "I am very excited to work with the Luxury Insider Group. With the Group's regional network and its foresighted strategy, Baccarat Magazine will continue to grow strongly and aggressively in 2009 and beyond."

Julian Peh, CEO of the Luxury Insider Group who will take on the role of Publisher at Baccarat Magazine, says, "We are very happy to work together with Lionel and his team. With a heritage spanning more than 10 years, Baccarat is one of Hong Kong's most vibrant luxury lifestyle magazines. We will be working closely to maintain its bold editorial spirit while increasing its visibility all round."

"With Baccarat Magazine joining our Group, we can now offer truly integrated solutions to our luxury clients in North Asia, with leading marketing capabilities in both print and online environments."

From March 2009, Baccarat Magazine will add select locations in Shanghai to its distribution, with Beijing and other major cities in China to follow shortly.

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**baccarat**  
M A G A Z I N E

#### About Baccarat Magazine

Baccarat Magazine is one of Hong Kong's leading luxury & lifestyle magazines. Every issue is infused with energy and youthful vigour, as glossy photoshoots and bold features regale the reader with the finer points of stylish living. It is distributed in Hong Kong and Shanghai within restaurants, cafes, spas, private clubs, luxury hotels as well as the airline cabins of Cathay Pacific and Dragonair flights.

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#### About The Luxury Insider Group of Companies

Founded in 2005, the Luxury Insider Group is an integrated luxury media company, and comprises of the online publications Luxury-Insider.com and InLuxe.cn, and the print magazines Baccarat Magazine and Ultima Magazine.

Besides publishing print and online luxury magazines, it is also a premier luxury content supplier for numerous media companies in the Asia-Pacific region.

The Luxury Insider Group of Companies has offices in Hong Kong, Singapore and Shanghai, and its flagship product Luxury-Insider.com is Asia's leading online luxury magazine.

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