



FOR IMMEDIATE RELEASE

WhiteWave Media Group launches Luxury Locator: Singapore, Singapore's first luxury shopping app

Invaluable for travelers to Singapore as well as local shopaholics, Luxury Locator: Singapore is the very first mobile app that allows you to browse boutiques and products tailored to your choice and current location.

Singapore, 13 June 2012 – WhiteWave Media Group, Asia's leading integrated luxury media group, has launched Luxury Locator: Singapore, a market-first location-based iPhone app serving luxury shoppers in Singapore, both visitors and locals.

Luxury Locator: Singapore is the first mobile app that lists and organizes the most essential luxury brand boutiques and shops in Singapore. Complementing the mobile app is an online directory, available via the 'Shopping' section of Asia's no 1 luxury website Luxury-Insider.com. Developed in close collaboration with leading luxury brands, Luxury Locator: Singapore promises complete information and accuracy.

www.WW-MG.com

45A Kampong Bahru Road, Singapore (169360)
Tel: (+65) 6842 4896 □ Fax: (+65) 6842 4956
An Associate Company of SPH Magazines



Here's what you can enjoy by downloading the app:

Specially designed for the luxury shopper

Unlike other general travel apps, Luxury Locator: Singapore has been designed from the ground up with the needs of luxury shoppers in Singapore in mind.

You are able to find branded boutiques using three main criteria: **By Brand, By Product Category** or **By Location**.

Searching **By Brand** is great if you already know which brand you're looking for. You can quickly browse the app's database for standalone brand boutiques, as well as retailers carrying the brand you're after.

You've set your eyes on the latest Breguet timepiece. Scroll through the Brand list, tap on 'Breguet' and you will see the nearest Breguet boutique, or the nearest retailer offering Breguet watches.

Use the **By Location** function to find luxury boutiques and retailers in one of the 4 main shopping areas in Singapore. This will help you to plan your shopping trip if you know where you're going to be.

You're headed to Orchard Road for a business meeting, and have time to spare. Before you even leave the hotel, click on the By Location button to see what brands are in the area of your meeting: bingo! Giorgio Armani is right at your doorstep, perfect to try on that dress you've had your eye on.

By Category is useful to hone in on shops that carry the product you are looking for, be it handbags, watches or shoes. The app clearly indicates whether a store carries gender-specific products so it's easy to shop for yourself, your partner or friends.

Your husband has hinted that he wants a pair of Alfred Dunhill shades for his birthday. Click on the By Category button, search for sunglasses, and select from a list of relevant stores that carry men's accessories.

Proprietary Geolocation System for Accuracy in Shopping Clusters

Luxury Locator: Singapore is powered by a proprietary geolocation algorithm that greatly improves the accuracy of the phone's GPS tracking result.

You can use the Near You function on the phone to view a list of shops near their current location, as well as browse cool products available around them.

As the app and its improved geolocation tracking system have been developed for and tested extensively within the shopping clusters of Singapore, you can be assured of a superior shopping experience.

www.WW-MG.com

45A Kampong Bahru Road, Singapore (169360)
Tel: (+65) 6842 4896 □ Fax: (+65) 6842 4956
An Associate Company of SPH Magazines



A remarkably user-friendly interface

Designed for people on the go, the Luxury Locator: Singapore app, with its large buttons and uncluttered design interface, is remarkably easy to use

Commenting on the launch, WWMG Group CEO Julian Peh said: "Singapore is an increasingly vibrant luxury shopping destination in Asia, with new malls opening and many new brands entering the market."

"As the luxury media group with leading digital capabilities in Asia, we wanted to use our technical expertise and local market knowledge to develop the first app on luxury shopping in Singapore's popular shopping areas. Luxury Locator: Singapore is the result of a year of intensive research and development, and we hope that we would be able to make our users' shopping experience in Singapore significantly more enjoyable."

Two separate versions of Luxury Locator: Singapore have been launched today, one in English, and the other in Simplified Chinese targeting shoppers from China. Luxury Locator is developed through close technical collaboration with Singapore app developer BuUuk. It is available for download on Apple's iTunes App Store: users can easily find the download link for the app by searching for "Luxury Locator Singapore" on Google or within the App Store. Those looking for the Simplified Chinese version can search for "城中名店 : 新加坡" within the App Store.

Luxury Locator: Singapore will be available on the Android platform later this year. In addition, WWMG will launch Luxury Locator: Hong Kong in the coming weeks, with other key Asian markets to follow in 2012.

For all press related enquiries, please contact:

Katherine Ong-Froggatt
Associate Marketing Director
Tel: (+852) 2581 0275
Fax: (+852) 2581 0177
Email: Katherine.ong@ww-mg.com

www.WW-MG.com

45A Kampong Bahru Road, Singapore (169360)
Tel: (+65) 6842 4896 □ Fax: (+65) 6842 4956
An Associate Company of SPH Magazines



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. Together with our partner SPH Magazines, we also run China-Boating.com, JETAsiaPacific.com, LPdibiao.com, Asia-PacificBoating.com.

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 editorial credentials were further affirmed by its winning of the Citibank contract to publish Ultima Magazine, a controlled circulation title for Citibank's ultra-affluent Ultima clients.

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 leading 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.

WWMG is an associate company of the SPH Magazines group.

Visit www.WW-MG.com for more details.

www.WW-MG.com

45A Kampong Bahru Road, Singapore (169360)
Tel: (+65) 6842 4896 □ Fax: (+65) 6842 4956
An Associate Company of SPH Magazines