

FOR IMMEDIATE RELEASE

26 November 2008 – Citibank Ultima appoints Luxury Insider as publisher for *Ultima*.

Luxury Insider, appointed publisher for Citibank's Ultima members' magazine, announced a Christmas launch for *Ultima*, an exclusive quarterly publication circulated to Singaporean cardholders of Citibank's top-tier credit card, Ultima.

Citibank's invitation-only Ultima database comprises South East Asia's crème de la crème. Ultima cardholders have incomes of at least S\$500,000 per annum, and display the highest luxury consumption habits in the region, with purchases marked both by the amounts spent and by the level of sophistication.

The magazine explores one particular concept, around which all content is centered: A Life of Freedom, also the tagline of the magazine. In an effort to reach out beyond pure materialism, the editorial team seeks out experiences that enrich life and invites the reader to join in. In-depth features of luxury products complete the package.

In an unusual move, the number of advertisements in *Ultima* has been strictly limited per issue. The 80:20 editorial to advertising ratio guarantees maximum visibility for advertisers and will be implemented in all issues of the magazine. It also provides excellent value for readers.

"We are delighted to have been appointed the contract publishers for Citibank Ultima. This for us is an endorsement of our leading content quality as exhibited through our websites and our other work in print," said publisher and CEO of Luxury Insider, Julian Peh. "Together with our flagship Luxury-Insider.com, we now have editorial products targeted at every segment of the affluent individual market, from younger professionals to ultra-affluent HNWIs."

Ultima will be delivered directly to Citibank Ultima cardholders in Singapore.

About Luxury Insider

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

Asia's Leading Online Luxury Magazine

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