



FOR IMMEDIATE RELEASE

WhiteWave Media Group and Heart Media to launch WOW HK in September 2013

WhiteWave Media Group (WWMG) is set to launch the Hong Kong edition of WOW (World of Watches) at September's Watches & Wonders show.

Owned by Heart Media in Singapore, WOW is Singapore's premier and most widely read luxury watch publication with regional editions in Malaysia and Indonesia. As part of a licensing agreement between WWMG and Heart Media, WWMG will expand the publication's reach into north Asia, serving watch collectors in Hong Kong with the latest trends and features on the timepieces that they love. The magazine will be published quarterly.

The launch of WOW HK will take place at Watches & Wonders, Asia's first-ever watch show organized by the creators of the Salon International de la Haute Horlogerie (SIHH) held annually in Geneva. Hosted at the Hong Kong Convention and Exhibition Centre, Watches & Wonders is a private and exclusive event that recognizes the importance of the region as a major consumer market.

CEO of Heart Media, Olivier Burlot, says, "We are thrilled to be associated to WWMG for the launch of WOW Hong Kong. Already published in Singapore, Malaysia and Indonesia, WOW will further strengthen its clout in Asia and conquer new readers. Our commitment to quality and insightful reporting is paying off. Get ready for a strong inaugural issue".

Adds Julian Peh, CEO of WWMG and Executive Director of Heart Media, "WOW is Singapore's original and most prominent watch magazine. Since it first launched in 2001, the magazine has always celebrated the passion of watch collectors and watchmakers alike. WWMG will be pushing WOW HK extremely aggressively in order to offer more choices to the sophisticated watch collectors of Hong Kong."

Heart Media has also recently appointed Ashok Soman as Associate Publisher for WOW and Alan Tan as Vice President Business Development. WOW HK is the latest in Heart Media's continuing expansion plans, and also forms part of WWMG's active pursuit of new projects and publications to boost its portfolio, which includes the upcoming launches of BACCARAT Magazine in Indonesia and Malaysia.

For all press related enquiries, please contact:

Karen Fong
Communications Manager
karen.fong@ww-mg.com

About Heart Media

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.

About WhiteWave Media Group

WhiteWave Media Group is Asia's no. 1 integrated luxury media group, publishing leading luxury magazines, websites and mobile apps. With offices in Singapore, Hong Kong and Shanghai, the group combines high-quality editorial with deep technical know-how in digital delivery.

A global pioneer in online luxury publishing, the Group launched its flagship product Luxury-Insider.com in 2006. Today it is Asia's leading luxury website, with its Chinese language sister site, InLuxe.cn growing fast in its readership. With its long and proven track record for delivering successful online campaigns for the most prestigious luxury brands, the Group is the most trusted online media team in the publishing industry.

Its consistently high editorial quality has enabled the Group to make waves in the print medium as well. Building on its early success supplying content to other publishers, the Group owns and publishes BACCARAT, Hong Kong's most dynamic luxury and society magazine with more than 10 years of history.

Once again breaking new ground, the Group launched its Luxury Locator app first in Singapore, then Hong Kong in 2012. The first mobile app to list and organize the most essential luxury brand boutiques and shops in the city, it has quickly become the definitive guide for luxury shopping.

The Group's portfolio targets affluent luxury buyers across the region, making it the largest and most powerful integrated media platform for luxury marketers in Asia. With a combination of innovation, technology and media acumen, WWMG is in a prime position to assist companies with forward-thinking and effective marketing solutions.

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