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WWMG's Luxury-Insider.com garners double No. 1s in Digital Media of the Year awards.

Luxury Insider

ASIA'S LEADING ONLINE LUXURY MAGAZINE

In an impressive double win, Luxury-Insider.com has been voted No.1 Luxury Website in two markets as part of Marketing Magazine's Digital Media of the Year awards. Voted No. 1 in Singapore and Hong Kong in separate surveys honouring the best in the digital marketing space, Luxury-Insider.com was the top choice amongst industry professionals.

The flagship product of WWMG, Luxury-Insider.com was first launched in 2006, quickly becoming Asia's leading online source for information on luxury products. Its consistently high editorial standards makes it the most trusted resource in the luxury space for readers and advertisers alike.

Known for its innovations in ad delivery to affluent web-readers, and for providing an exclusive and curated environment for luxury brands, Luxury-Insider.com is the first choice for many luxury brands launching their online campaigns in Asia, leveraging on WWMG's expertise in the digital space.

"It's a real honour to be recognised as the No. 1 Luxury Website in both of our core markets of Singapore and Hong Kong," says WWMG CEO, Julian Peh. "Since our launch in 2006, we have focused on continually improving our website, both as an essential information provider to our readers, and as a trusted advertising medium for our clients.

We could not have done this without the support of our clients, and I wish to thank them for their continued trust in us, and for naming us the No. 1 Luxury Website in both Singapore and Hong Kong."

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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 directory 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.