



FOR IMMEDIATE RELEASE

## **Luxury Locator app is a finalist in the inaugural Mob-Ex Awards in Hong Kong**

**Hong Kong, 27 November 2012** – WhiteWave Media Group is pleased to announce that Luxury Locator is a finalist under the category of “*Best Location-Based Marketing*” Award in the inaugural Mob-Ex Awards. This award celebrates mobile marketing excellence and recognizes leading organisations that succeeded in implementing innovative mobile marketing strategies.

Luxury Locator is a market-first location-based iPhone app serving luxury shoppers in Hong Kong, both visitors and locals. The app lists and organizes the most essential luxury brand boutiques and shops in Hong Kong.

The app is powered by a proprietary geolocation algorithm that greatly improves the accuracy of the phone’s GPS tracking result. The “Near You” function allows the user to view a list of shops near their current location as well as browse through special products in store available around them.

Amongst the finalists, Luxury Locator is the only luxury-related mobile app **and** the only retail-boosting mobile app. Garnering a finalist position in this highly competitive award is a testament of WhiteWave Media Group’s leading innovation within the luxury media industry.

Group CEO Julian Peh notes, “We are honoured to have Luxury Locator recognised as one of the best location-based apps in Hong Kong. As the only luxury media company to be a finalist in the prestigious MOB-EX awards, WWMG will continue to invest in our mobile product development, so as to produce more mobile products that serve our users and clients in the luxury space.”

WWMG is Asia’s pioneer in digital luxury media, as well as the first truly integrated luxury media group in Asia. WWMG owns websites read by the most affluent individuals in Asia, publishes established and well-loved print magazines, and has delivered hundreds of online campaigns for the most prestigious luxury brands.

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## 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 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](http://www.WW-MG.com) for more details.

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