

FOR IMMEDIATE RELEASE

JustLuxe.com Launches 'The Luxe List' Affluent Product Review Column

Industry leading luxury lifestyle portal's newest editorial feature makes it even easier for upscale consumers to shop for high-end goods and services

SAN DIEGO, CA, October 30, 2008 – JustLuxe.com (www.JustLuxe.com), an industry leading luxury lifestyle portal reaching more than 1.7 million unique visitors worldwide per month, today announced the launch of The Luxe List – the online publisher's newest editorial department that connects affluent consumers worldwide with elite goods and services through engaging commentary.

This new feature, which is also syndicated to run on select third-party sites also catering to an upscale demographic, was conceived and is penned by product review editor, seasoned consumer goods marketer and good life connoisseur Merilee A. Kern, who scours the luxury marketplace for new and innovative must haves worthy of coverage on JustLuxe.com's The Luxe List.



Merilee A. Kern
The Luxe List
Product Review Editor

"Our audience of sophisticated, wealth-driven consumers is indelibly on the hunt for the hottest, most compelling products and services that will foster their luxurious, jet-set lifestyles," notes Gilbert Gautereaux, president of JustLuxe.com. "The Luxe List' is a forum intended to help consumers find such items more readily, while enlightening and entertaining all of our site visitors – even those who simply want to keep their finger on the pulse of the luxury marketplace. Merilee Kern is an outstanding writer who understands how to articulate product information in a concise and compelling way, and we're thrilled to have her on board as the product review editor exclusively charged with this exciting new feature."

"We intend for The Luxe List to resonate and carry great weight with our affluent consumer demographic, as well as the media, to the same extent that The O List serves as a prime shopping guide for Oprah Winfrey's target market segment," Gautereaux says. Towards this end, The Luxe List will feature 'the best of the best' as it relates to luxury living, with products being featured at all price points - from affordable luxuries to the world's most expensive gifts and personal items." Topic categories will include Beauty/Grooming, Fashion/Fashion Accessories, Homes/Interiors, Travel, Electronics/Technology, Jewelry/Watches, Golf, Food/Wine/Spirits, Art, and Boating/Yaching, among others.

This site enhancement comes on the heels of JustLuxe.com's record breaking third quarter, which, according to Gautereaux, "was due in large part to the site's breadth and depth of relevant content, including thousands of information-rich Web pages." The company recently announced it realized a 141% increase in third quarter advertising revenue over the same period last year, with a 20% increase this past quarter alone. JustLuxe.com's Web site traffic also achieved significant third quarter gains, increasing a full 300% over the same period last year and 12% this past quarter. In light of these results, coupled with initiatives currently in the pipeline, the company is forecasting continued revenue and traffic growth among all of its luxury business units through, conservatively, the first quarter of 2009.

Those interested in submitting a product or service to Merilee Kern for The Luxe List review consideration may do so via email at Merilee@JustLuxe.com. Only low resolution images will be accepted via email unless requested otherwise.

About JustLuxe.com

Founded in 2004 and with corporate headquarters in San Diego, California, JustLuxe.com is an all-encompassing, one-stop luxury lifestyle Web destination. The company provides its more than 1.7 million unique monthly visitors with objective analysis and relevant information and insight on over 40 key luxury categories, including automobiles, yachts, real estate, travel, private aircraft, fashion, fine jewelry, watches, art, wine, state-of-the-art home electronics and more. The company may be reached through its Web site at www.JustLuxe.com.

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