

**FOR IMMEDIATE RELEASE**

**CONTACT:**

Merilee Kern, Kern Communications, 858-577-0206, [merilee@kerncommunications.com](mailto:merilee@kerncommunications.com)

## **Razavi Global Media Inks Multiple Luxury Sector Deals Demonstrating Category Strength and Optimism**

*Premier Luxury Advertising Representation Firm Rebuffs Economic Downturn, Expands Client Roster with Three New Affluent Verticals; To Compliment Internet-Based Services, RGM Now Offering Luxury Purveyors Offline and Event Advertising and Sponsorship Representation*

**VENICE, CA, October 21, 2008** – Razavi Global Media (RGM) ([www.razaviglobal.com](http://www.razaviglobal.com)), a specialized luxury sector advertising representation firm, today announced that, despite the current economic crisis and ominous reports about the luxury goods market, it has expanded its roster with three new elite clients seeking advertising and sponsorship representation.

The company has signed exclusive agreements with KiwiCollection.com, the world's largest and most comprehensive high-end hotel and resort network, and MotorAuthority.com, a highly respected affluent automotive site, now overseeing all online advertising endeavors for both properties. As part of its recently expanded scope of services to include offline, RGM has also been contracted by SeaFair MegaYacht, the world's 4th largest privately owned yacht valued at upwards of \$40 million, to secure large sponsorships for its on-board events.

"Having forged our success by representing affluent online publications, we're thrilled to bring KiwiCollection.com and MotorAuthority.com on board – both highly valuable vertical content publishers with a growing audience of keen interest to niche advertisers," said Kamran Razavi, RGM founder and CEO. "Indeed, we've seen a steady increase in demand among both travel and automotive advertisers over the last two quarters, and these Web sites offer a new and fresh outlet for those eager to expand the reach of their media buys."

"Although providing results-driven advertising representation and site production services to online content publishers is our mainstay and what's made us a well-reputed industry name, we've also responded to a strong demand from luxury advertisers seeking our expertise for offline space and event advertising and sponsorship representation as well," Razavi continues. "We pride ourselves on working with the world's leading luxury brands as a true partner that can quickly respond, adapt and deliver based on their changing needs. Accordingly, we're thrilled to add offline and event initiatives to our services portfolio and have SeaFair on board as a new client in this regard."

---

Under the agreement, RGM will oversee all advertising and sponsorship-related activities for SeaFair - a \$40 million custom designed, 228-foot long mega yacht purposefully built for use as a compelling event venue. With over 22,500 square feet of public space and 12,500 of exhibition space, SeaFair boasts an open air desk, sky bar, fine dining facilities and champagne lounge. The yacht's luxurious, club-like atmosphere facilitates personal contact with guests while attracting a whole new generation of enthusiasts. Exhibition spaces vary from 300-600 square feet, with each custom designed with walls, lights, carpets, Wi-Fi access and five star restaurant services.

"In contemplating how to best monetize our events and maximize ROI, we were drawn to RGM based on their in-depth understanding of the luxury marketplace and their experience facilitating high caliber media buys in the category," notes Lee Ann Lester, SeaFair's owner. "With his fingers indelibly on the pulse of the ever-evolving luxury industry, we're certain Kamran and his team will not only meet, but exceed, our admittedly high expectations."

**About Razavi Global Media**

Razavi Global Media (RGM) ([www.RazaviGlobal.com](http://www.RazaviGlobal.com)) is a client-specific media representation firm that creates unique, highly customized programs that provide luxury sector publishers and advertisers with an effective and efficient means to buy and sell advertising both on and offline. RGM represents a distinctive group of mass-affluent publishers that are each leaders in their respective content areas, including JustLuxe.com, LuxuryRealEstate.com, LeadingHotelsOfTheWorld.com, and Gayot.com. Advertising clients include companies such as; Land Rover, Gucci, YSL, American Express, Neiman Marcus, Starwood and over 800 other similar clients. The company maintains corporate headquarters in Venice, California. Contact: Kamran Razavi, [kamran@razaviglobal.com](mailto:kamran@razaviglobal.com).

###

---