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JustLuxe.com's Industry Leading Luxury Lifestyle Portal Surpasses 7,000 Content Pages

Company continues record breaking growth streak after realizing 300% and 141% third quarter increase in site traffic and advertising revenue, respectively; forecasts sustained growth for its luxury business units through Q109

SAN DIEGO, CA, December 9, 2008 – Amid reports of the luxury sector's anticipated decline given the larger economic crisis, JustLuxe.com (www.JustLuxe.com), an industry leading luxury lifestyle portal reaching more than 1.7 million unique visitors worldwide per month, today announced that its Web property continues to flourish at a rapid pace, this month having surpassed a staggering 7,000 content pages: more than 40 primary fine living categories containing thousands of articles, reviews, videos and individual overviews of luxury goods, services, hotels and travel destinations.

This announcement comes on the heels of JustLuxe.com's record breaking third quarter, having 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.

JustLuxe.com attributes much of its accelerated growth, even during a recessionary climate, to more than a thousand pages of new content and compelling functionality recently added to the site, including our new luxury hotel reservation system in which there are more than 800 pages about the world's premier four and five-star hotels. The company's recently expanded 'JustLuxe Contributor' initiative has also played an integral content development role. The program encourages business leaders and luxury 'insiders' to pen relevant articles related to their particular area of expertise in the luxury goods, service or travel industry for exclusive publish on the site, receiving free publicity in return."

JustLuxe.com also recently introduced The Luxe List – the online publisher's newest, very well received editorial department that connects affluent consumers worldwide with elite goods and services through engaging commentary. This new feature uncovers '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/Yachting, among others.

"Even now our audience of sophisticated, wealth-driven consumers is indelibly on the hunt for the hottest, most compelling resources that will foster their luxurious, jet-set lifestyles," said Gilbert Gautreaux, president of JustLuxe.com. "'The Luxe List' and other such content-driven forums on our site help our visitors find such goods and services more readily, while enlightening and entertaining them in the process – even those who simply want to keep their finger on the pulse of the luxury marketplace."

With so much targeted content generating so much highly qualified traffic, savvy advertisers are leveraging opportunities with JustLuxe.com for its demonstrated reach and responsiveness among a global audience of sophisticates. Indeed, more than 55 major advertisers ran campaigns on JustLuxe.com this past quarter, including luxury category leaders Gucci, Exclusive Resorts, Starwood, Sony, Fairmont Hotels, American Express, Fiji Water and Lufthansa.

Just last month JustLuxe.com launched two new full-scale advertising campaigns. The first is on behalf of Morpheus Media client ZENITH Watches (www.zenith-watches.com), which is showcasing its extraordinary Swiss timepieces. The second is for the Arizona Office of Tourism (<http://www.arizonaguide.com>), for which JustLuxe.com developed and designed multiple customized, highly integrated sponsorship solutions, including a full-scale microsite to generate overall awareness about Arizona's lifestyle-driven travel and tourism offerings. Both of these custom advertising deals were put together by Venice, California-based Razavi Global Media (RGM) (www.RazaviGlobal.com), which provides exclusive advertising and sponsorship representation for JustLuxe.com.

Kamran Razavi, RGM CEO notes, "While these and other advertisers have certainly fine tuned their budgets and strategies to maximize ROI in light of the economic downturn, they continue to execute campaigns with JustLuxe.com as the site consistently achieves our clients' desired goals and objectives. As one of the world's largest and most successful online destinations for affluent individuals, such top-tier advertisers look to JustLuxe.com for guaranteed access to an sizable number of highly engaged and receptive luxury lifestyle consumers."

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 that connects affluent consumers worldwide with suppliers of elite goods and services through an engaging, information rich and user-friendly Web site. 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.

About Razavi Global Media

Razavi Global Media (RGM) (www.RazaviGlobal.com) is a site specific media representation firm for a group of premiere publishers that are leaders in their respective niches, 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.
