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InterLuxe Media Launches Content Publisher ‘Alliance of Affluence’ Allowing Online Advertisers to Reach Over 11 Million Luxury Lifestyle Consumers a Month

InterLuxe Alliance Unites More Than 30 Top-Tier Mass-Affluent Web Sites to Offer Online Luxury Sector Advertisers an Expansive, Highly Targeted, ROI-Driven Solution

VENICE, CA, November 6, 2008 – InterLuxe Media (www.InterLuxeMedia.com) today announced the launch of an innovative media “Alliance of Affluence” (“InterLuxe Alliance”) comprised of more than 30 independent interactive publishers that draw a sophisticated, high-end audience. The InterLuxe Alliance employs unique tools that empower member publishers to trade media and exchange content amongst themselves, while creating a platform for online advertisers to reach an affluent audience of over 11 million unique luxury lifestyle consumers a month.

Unlike traditional advertising networks, the InterLuxe Alliance represents an elite, thoroughly vetted group of top-tier content publishers offering best-of-breed content and user experiences in their respective categories. InterLuxe Alliance members include JustLuxe.com, DupontRegistry.com, Fashionista.com, LuxuryIndex.com, UniqueHomes.com, FameGame.com, MotorAuthority.com and AllAboutJazz.com, among others across a targeted group of vertical industries: Travel, Art/Culture/Design, Automotive, Real Estate, Fashion, Food/Wine, and others.

"The genesis of InterLuxe was a focus on partnering with like-minded quality publishers that are looking to leverage other strong brands to grow their businesses," said Kamran Razavi, CEO of InterLuxe Media and founder of luxury sector advertising representation firm Razavi Global Media, whose seasoned national sales team offers both Alliance members and advertisers a wealth of experience in connecting high-end brands with luxury Web publishers.

"The interactive mass-affluent audience is a sizable 50 million users in the U.S. alone," Razavi adds. "By its nature, however, the affluent/luxury category is highly fragmented into many small to mid-sized publishers that deliver valuable content to niche focused and highly engaged audiences. InterLuxe has scaled these unique properties into an innovative media Alliance that provides growth and monetization to member publishers, while enabling our advertising and agency colleagues to efficiently reach this valuable and sophisticated audience. With current economic conditions causing heightened scrutiny of each advertising dollar spent, a targeted vertical media solution like the InterLuxe Alliance offers marketers unsurpassed reach into the sector and maximized ROI."

Advertising campaigns may focus on specific audience profiles using contextual, behavioral, and demographic targeting technology. Such segmentation provides online advertisers the ability to reach only the most qualified luxury lifestyle consumers on a broad regional, national or global scale. As a result, advertisers are assured their brand advertising will only appear in the most relevant environments.

InterLuxe Alliance publisher members also have the unique opportunity to grow their traffic and brand recognition through the company's Media Trade and Content Exchange programs, which facilitate the exchange of IAB standard advertising units between member Web sites. Ongoing, the combined growth and strength of all publishers in the InterLuxe Alliance will further the company's ability to provide a unique, comprehensive and highly effective marketing solution for advertisers targeting affluent consumers.

"The initial response from both Web publishers and advertisers has been overwhelmingly positive," notes Andrew Fischer, president of InterLuxe Media. "Premium affluent-focused publishers are eager for quality representation, and smart media planners are always looking for new advertising solutions for their clients. We're committed to leading this sector by building quality partnerships supported by leading edge technology and processes. It is our aim to make life easy, productive, and profitable for our publisher and advertising partners alike."

About InterLuxe Media

Headquartered in Venice, California, privately held InterLuxe Media (www.InterLuxeMedia.com) is the developer and manager of an online "Alliance of Affluence" – an elite group of more than 30 luxury sector Web publications that, combined, offer advertisers access to more than 11 million affluent consumers worldwide each month. Not an advertising "network," InterLuxe Media's unique Alliance approach gives luxury Web publishers the ability leverage combined member resources to maximize traffic growth, content and audience development, and brand recognition, while also establishing a recurring advertising revenue stream. Contact Andrew Fischer via toll-free telephone at 800-397-6625 or via email at Andrew@InterLuxeMedia.com.

About Razavi Global Media

Razavi Global Media (RGM) (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.

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