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## **JustLuxe.com Announces Record Growth and Profitability Despite Luxury Sector Concerns and Overriding Economic Crisis**

*Industry Leading Luxury Lifestyle Portal Realizes Record Breaking Traffic and Online Advertising Revenue Up 300% and 141%, Respectively; Forecasts Sustained Growth for its Luxury Business Units through Q109*

**SAN DIEGO, CA, October 21, 2008** – Even amid recent reports that the luxury goods market is ‘ready for hard times,’ JustLuxe.com ([www.JustLuxe.com](http://www.JustLuxe.com)), an industry leading luxury lifestyle portal, today announced record breaking third quarter growth and profitability. The company realized a 141% increase in third quarter advertising revenue over the same period last year, with a 20% increase this past quarter alone. The company’s Web site traffic – now 1.7 million unique visitors per month strong - also realized 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, Justluxe.com is forecasting continued revenue and traffic growth among all of its luxury business units through, conservatively, the first quarter of 2009.

“More than 55 major advertisers ran campaigns on JustLuxe.com this past quarter, including luxury category leaders Gucci, Exclusive Resorts, Starwood, Zenith Watches, Sony, Fairmont Hotels, American Express, Fiji Water and Lufthansa,” said Kamran Razavi, CEO of Razavi Global Media, which provides exclusive advertising representation for the Web property. “While these and other advertisers have certainly fine tuned their budgets and strategies to maximize ROI in light of the economic downturn, many run repeat 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, top-tier advertisers look to JustLuxe.com for guaranteed access to an sizable number of highly engaged and receptive luxury lifestyle consumers whose household income averages \$195,000,” Razavi adds. “Given current and anticipated near-term advertiser and content commitments, we expect record breaking revenue and traffic growth for JustLuxe.com well into 2009.”

John Ohara, Senior Media Planner at Mediaedge: CIA, has secured advertising with JustLuxe.com and applauds its approach, having expressed in response to campaign results, “We are very excited with the exceptional quality and depth of content that JustLuxe.com has incorporated in the latest Range Rover custom microsite...The Range Rover custom created units and banners running throughout JustLuxe.com offer a seamless integration with the look and feel of their Web site.”



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“We attribute much of our traffic growth of late to more than a thousand pages of new content and compelling functionality recently added to our site, including our new luxury hotel reservation system in which we’ve published more than 800 pages about the world’s top four and five-star hotels,” notes Gilbert Gautereaux, president of JustLuxe.com. “Our 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 our site, receiving free publicity in return.”

In June 2008 Comscore.com, a preferred source of digital global marketing intelligence, tracked JustLuxe.com’s user behavior against three of its primary competitors: Concierge.com, TravelandLeisure.com and ForbesTraveler.com. While Comscore.com verified that JustLuxe.com’s traffic increased 12% to 1.7 million unique monthly visitors this past third quarter, it found that unique monthly visitors for both Concierge.com and ForbesTravlers.com dropped by nearly 50% for the same period. While TravelandLeisure.com’s growth numbers were found to be similar to JustLuxe.com, Comscore.com cited its total overall traffic to be less than 1/3.

#### **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 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](http://www.JustLuxe.com).

#### **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).

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