

FOR IMMEDIATE RELEASE

## JustLuxe.com Deploys Two Major, Fully Integrated Custom Online Advertising Campaigns in 30-Day Period

*Industry leading luxury lifestyle portal rebuffs recession, launches ZENITH Watches' first major online advertising initiative in tandem with a full microsite and sweepstakes for the Arizona Office of Tourism*

**SAN DIEGO, CA, December 3, 2008** – JustLuxe.com ([www.JustLuxe.com](http://www.JustLuxe.com)), an industry leading luxury lifestyle portal reaching more than 1.7 million unique visitors worldwide per month, today announced that, despite recent reports predicting a luxury sector slowdown, it has launched no less than two full-scale, custom-tailored online advertising campaigns this past 30-day period.

The first campaign is on behalf of Morpheus Media client ZENITH Watches ([www.zenith-watches.com](http://www.zenith-watches.com)), which is leveraging the demonstrated reach and responsiveness of JustLuxe.com's global audience of sophisticates for its first major online advertising initiative showcasing the company's extraordinary Swiss timepieces. In the execution, JustLuxe.com created all advertising components for the campaign, including integrated video, standard IAB units, and a completely customized sponsorship package for the venerable brand. JustLuxe.com also built ZENITH Watches a technology-driven online store locator.

The second advertising campaign deployment 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 strategically placed IAB units and a full-scale microsite. Geared toward generating overall awareness about Arizona's lifestyle-driven travel and tourism offerings among luxury lifestyle consumers, the microsite offers a depth of key hospitality content specific to Arizona's 4 largest travel destinations: Phoenix, Scottsdale, Tucson and Sedona.

Both of these custom advertising deals were put together by Razavi Global Media (RGM) ([www.RazaviGlobal.com](http://www.RazaviGlobal.com)), which provides exclusive advertising and sponsorship representation for JustLuxe.com.

"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," said RGM CEO Kamran Razavi. "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."

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These major campaign launches are on the heels of JustLuxe.com's record breaking third quarter. 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.

"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."

In June 2008 Comscore.com, a preferred source of digital global marketing intelligence, tracked JustLuxe.com's user behavior, verifying that JustLuxe.com's traffic increased 12% to 1.7 million unique monthly visitors this past third quarter.

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

#### **About Razavi Global Media**

Razavi Global Media (RGM) ([www.RazaviGlobal.com](http://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](mailto:kamran@razaviglobal.com).

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