



PRESS RELEASE

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Clozette Triumphs with Double Wins for Excellence in Digital Marketing at “Marketing Excellence Awards 2012”

- *Gold award in Excellence in Digital Marketing for Clozette’s inaugural Inter-Campus King & Queen 2012 pageant*
- *Silver award in Excellence in Digital Marketing for Clarks’ Spring Summer 2012 campaign*

Singapore, 29 November 2012 – Clozette Pte Ltd (www.clozette.co) has emerged tops after walking away with two awards in Excellence in Digital Marketing at Marketing Magazine’s “Marketing Excellence Awards 2012”.

Claiming the top spot in the Excellence in Digital Marketing Gold award was **Clozette’s Inter-Campus King & Queen 2012 pageant** (<http://www.clozette.co/campus2012>), which enjoyed tremendous success in engaging with the local tertiary student population. The pageant ran for a span of 5 weeks, where 48 pageant finalists were evaluated based on their style and personality through their curation and share of fashion and beauty inspirations. Online voters were able to browse through the finalists’ collections, vote for and buy the items that they like.

The Silver award went to **Clarks’ Spring Summer 2012 campaign** (<http://www.clozette.co/style/clarks>), which ran on Clozette’s platform. The campaign included a styling contest, which featured footwear images from Clarks Spring Summer 2012 collection, where users could engage in fun activities to interact with Clarks’ products digitally and showcase their personal styles on the collages they have created. For the leading shoe retailer in the U.K, Clarks’ Spring Summer 2012 campaign also generated insights on products and styles that resonated well with the community.

The Marketing Excellence Awards organized by Marketing Magazine, which focuses on innovative and effective strategies and programmes across all major marketing disciplines, had more than sixty brands making the final cut after being judged by a panel consisting of senior-professionals from advertisers, industry experts, and Marketing’s editorial board. The seamless integration of both campaign mechanics with Clozette’s innovative digital

Mr Roger Yuen, CEO of Clozette, said: "We are proud of Clozette's double win in the Digital Marketing category. It is truly a great testament of marketing professionals' confidence in our platform and digital marketing prowess. We will continue to push out more exciting products and improve the site to bring greater value to our members and advertisers."

Ms Kwan Fong, General Manager for South East Asia at C & J Clark, said: "Clozette was a good partner for our Spring Summer 2012 collaboration because they offer a relevant mix of fashion-forward community and innovative engagement platform to connect directly with our target audience who are trendy, assertive and digitally savvy. Winning the Silver award for Excellence in Digital Marketing is a great milestone as we enter the foray of digital campaigns in Asia, and we look forward to working closely with Clozette for our next campaign."

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ISSUED BY CLOZETTE PTE LTD.

For media queries, please contact:

Shn Juay
Marketing Manager
DID: +65 6636 8313 ext. 117
Email: shn.juay@clozette.co

About Clozette

Clozette is a fashion social network where women can discover, shop and share fabulous fashion and beauty finds and buys from around the world. It is also a virtual platform for fashion brands, retailers, designers and artisans to engage and interact with consumers and fashion tastemakers. Driven by user-generated fashion content, its high-engagement platform delivers unprecedented insights and analytics about consumers' preferences and what is trending in the world of fashion & style.

For more information, please visit www.clozette.co

About Clarks

Clarks was started in 1825 by two brothers, Cyrus and James Clark, in a small village called Street, in the county of Somerset in England. The company which they started evolved from sheepskin tanning and making leather shoes to becoming England's No. 1 shoe retailer. Today, Clarks is a global brand spanning across more than 170 countries in the world. It continues to provide men, women and children with a broad range of footwear to complement their dynamic lifestyle. Clarks' passion and commitment to authenticity and craftsmanship remain as one of the pillars of its success, creating enduring footwear of unsurpassed quality for millions around the world.

For more information, please visit www.clarks.com