

PRESS RELEASE

Clozette Appointed to Manage E! Online Advertising

Award winning social network Clozette has been appointed by entertainment television brand E! to boost the channel's digital offerings in Asia

Singapore, 9 December 2013 – Clozette Pte Ltd today announced that the Company will be the exclusive online advertising sales representation for **E! Online** (www.eonline.com), the digital platform of NBC Universal's popular entertainment channel E! Network, in Southeast Asia.

E! Online delivers the topics of pop culture that fascinates all from entertainment news and in-depth coverage on television, movies, music, celebrities, fashion, beauty and lifestyle. Globally, the website has 10 million monthly unique visitors and over 11 million followers on its social media platforms. Between January to September 2013 alone, the site has received over 10 million page views in Malaysia and 8 million page views in Singapore.

Brands and agencies working with Clozette may now expand their digital advertising portfolio to include E! Online for more innovative ways to reach consumers. The new advertising partnership will focus on four markets – Singapore, Malaysia, Indonesia and the Philippines – to offer compelling content to engage readers and provide display advertising such as rich media, pre-roll, interactive ads, static ads, banners and interstitial campaigns.

Over the past years, Clozette has steadily established herself as an award- winning digital platform to deliver high- performing advertising campaigns with solid engagement for her audiences. Clozette's experience from working with brands and influencers in South East Asia will extend E! Online's reach and depth into the region.

This partnership arrives at a time where a recentⁱ Global AdView Pulse report revealed that ad spend in newspapers, magazines and radio have been declining while digital ad spending has been experiencing double- digit growth in the first half of 2013.ⁱⁱ Digital ad spending is predicted to rise 15.1% to USD\$118.4 billion, and by 2016, digital ad spending in Asia-Pacific will contribute 29.8% of all digital ad spend in the world.

"By matching the best of NBCU's entertainment channel with Clozette's women-centric social ecosystem, this partnership will further differentiate our digital marketing offerings and provide the best-in-class advertising solutions to our clients", said Roger Yuen, Founder and Chief Executive of Clozette.

E! Online is the second partner to enter an advertising partnership with Clozette. Clozette is currently also the official advertising representative for Glam Media (www.glammedia.com) in Southeast Asia.

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ⁱ Nielsen Global AdView Pulse: <http://bit.ly/NielsenGlobalAdViewPulse>

ⁱⁱ Report from eMarketer: <http://bit.ly/DigitaltoAccountforOneinFiveAdDollars>

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 digital 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.

Clozette is also the official advertising representative for Glam Media in Southeast Asia, the world's No. 1 Lifestyle portal and one of the Top 10 Media Property in the US. Glam Media has a network of more than 365 million unique users worldwide, of which 46 million are from Asia.

For more information, please visit www.clozette.co

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