



For Immediate Release

Clozette Wins 2011 Red Herring Top 100 Asia Award

Local fashion social network on a most-watched technology list

Singapore, 21 October 2011 – Local technology start-up, Clozette, has won a place on the 2011 Red Herring Top 100 Asia Award, a prestigious list honouring the year's most promising private technology ventures from the Asian business region. The year-old company joins the ranks of vaulted global technology companies like Facebook, Twitter, Google, YouTube and eBay, who have gotten their starts from being nominated in the Red Herring 100 list.

Since 1996, the Red Herring 100 lists have been used by technology industry executives, investors and strategists as an instrument for discovering and advocating the most promising private ventures from around the world.

“Winning the Red Herring Top 100 Asia is a major triumph for Clozette,” said Roger Yuen, Founder & Chief Executive of Clozette. “We believe that Clozette will change the way women interact with fashion, and this win reinforces the fact that we have a good idea, one that is backed by the recognition of our technological innovation and management strength.”

Finalists are selected by the Red Herring editorial team from a pool of hundreds of the most innovative companies from across Asia, including those in the telecommunications, security, Web 2.0, software, hardware, biotech, mobile and other industries. They are evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries. This unique assessment of potential is complemented by a review of the actual track record and standing of a company, which allows Red Herring to see past the “buzz” and make the list a valuable instrument for discovering and advocating the greatest business opportunities in the industry.

The finalists are then invited to present their winning strategies at the Red Herring Asia Forum in Hong Kong, and the top 100 winners were announced at a special awards ceremony on October 19.

Clozette is one of the few Singapore companies that have made the Red Herring 100 list this year, and was picked from a list of over 200 companies from across the region. A total of 22 Singapore companies

made the finalists list, and local winners include leading property website, PropertyGuru; healthcare/pharmaceutical company ClinActis; entertainment and media company SkyDoor, and Egraphon Technologies in the Computer/Software/Technology category.

Note to editor: The full list of Finalists for the Red Herring 100 Asia list is available here (<http://www.redherring.com/RHA/2011/finalists.html>). The Top 100 winners are available here (<http://www.herring100.com/RHA/2011/top100.html>). Please note that the list will only be available online this weekend.

For more information on sections of Clozette, please refer to Annex A.

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About Clozette

Clozette is a visual, image-centric Fashion Social Network that provides 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

Annex A

The four sections of Clozette are:

- **Community:** engage with likeminded individuals by sharing closet beauties, exciting shopping finds and dream-desired items;
- **My Closet:** your personal online closet to keep track of your fashion items, create your shopping list and manage your look book – your very own style journal
- **Bazaar:** an online marketplace for users to buy and sell new or pre-owned items; and
- **Shoppe:** a carefully curated mix of fashion pieces from emerging designers from the Asia Pacific.