

For Immediate Release

**Clozette Wins the 2011 Red Herring Top 100 Global Award**

**Singapore, 13<sup>th</sup> Dec 2011** — Singapore-based fashion social network Clozette Pte Ltd today announced that it has been selected as a winner of the Red Herring Top 100 Global 2011 Award at a special award ceremony held in Los Angeles, California.

“We are honored to be recognized as one of the top privately held technology companies in the world,” said Roger Yuen, Founder & Chief Executive Officer of Clozette. “This award affirms our role as a game-changer in the digital and social media space and will accelerate our venture capital discussion and international expansion plans.”

Clozette now joins the ranks of global technology companies like Google, Skype, eBay and YouTube, which were first recognized by Red Herring editors as companies that would change the way we live and work.

“Choosing the best out of the previous two years was by no means a small feat,” said Alex Vieux, Chairman of Red Herring. “After rigorous contemplation and discussion, we narrowed down our list from 1,100 potential companies to 100 winners. It was an extremely difficult process. Clozette should be extremely proud of its achievement; the competition for the Top 100 was fierce. The Top 100 Global are truly the best of the best.”

Red Herring’s Global 100 award recognizes the leading private companies from North America, Europe, and Asia. These companies are evaluated and judged by Red Herring’s editorial staff on a range of qualitative and quantitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration.

*Note to editor:*

*The Top 100 winners are available here (<http://www.herring100.com/RHG/2011/top100.html>).*

*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](http://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.