

PRESS RELEASE

Clozette and StarWorld Enter into a Content and Cross-Promotion Partnership

Hong Kong/Singapore, 16 April 2014 – Clozette Pte Ltd and StarWorld, FOX International Channels' female entertainment channel, announced today their new partnership to collaborate on bringing cutting-edge original short-form production for use on on-air on StarWorld and on Clozette's fashion social digital platform (www.clozette.co) and its sister sites.

StarWorld is Asia's leading entertainment channel for young, smart and sophisticated female viewers, featuring the latest Hollywood content that drive the biggest media buzz, including renowned drama series, fresh reality shows and major live events. Clozette is the go-to online destination where fashion and beauty content converge with commerce to engage with stylish, savvy and connected community. With both StarWorld and Clozette's established footprints in Asia and extensive knowledge of content consumption behavior across TV and digital platforms, the partnership will be mutually beneficial to help both brands expand their presence across multiple platforms as well as add value to their respective fans.

Through the partnership, Clozette users can look forward to catching StarWorld's 'StyleSetter' series on www.clozette.co, which explores upcoming local fashion trends, hottest venues in Asia, as well as sought-after style & beauty tips featuring celebrities and local experts in the creative form of short clips. Both parties will also work together on co-promotions such as contests and exclusive benefits for Clozette and StarWorld fans, befitting of Asia's most fashionable trendsetters. Selected 'Clozette Ambassadors' who have prominent online presence and social following may even be invited to make special guest appearances on StyleSetter. There are also talks for the collaboration to extend into partnerships with major fashion events in Asia. The partnership will rollout primarily in three key markets to start – Hong Kong, Singapore and Malaysia.

Both media platforms are top destinations for brands looking to reach Asia's independent, smart and stylish women who make bright and insightful consuming decisions. StarWorld has long been established as the channel of choice for premium brands looking to reach the coveted high-earning sophisticated female audience. Since its debut in 2010, Clozette has earned recognition in the arena of fashion discovery and social shopping, and have steadily gained mindshare from the likes of global brands and agencies for premium advertising and digital engagement campaigns.

"StarWorld's viewers are Asia's most fun, stylish and inspirational women who are digitally and socially savvy. Our partnership with Clozette is a natural collaboration given their success in building online communities for these like-minded trend-setters and their brand recognition in Asia's fashion scene," said Sun Young Moon, Programming Director for StarWorld across Hong Kong & Southeast Asia. "We are excited to extend the StarWorld brand even further into the digital space through Clozette and also help Clozette connect with TV viewers. We see this as the start of great partnership."

"The introduction of video content is a natural extension of Clozette's brand. This partnership with StarWorld unlocks a new milestone because Clozette's product offering is primarily designed for hosting visual-centric content. By leveraging on StarWorld's expertise to offer video content that is highly customized to Clozette's users, richer fashion stories can be told and amplified," said Roger Yuen, Founder and Chief Executive of Clozette.

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About Clozette

Clozette (www.clozette.co) is a visual, image-centric social shopping network that delivers the hottest trends and the coolest community in fashion, beauty, and style - and the ability to shop for it all, in one place. It provides a digital ecosystem for fashion brands, retailers, designers and artisans to engage and interact with consumers and fashion tastemakers. Driven by user-generated content, its high-engagement platform delivers unprecedented insights and analytics about consumers' preferences and what is trending in the world of fashion, beauty & style.

Clozette is now operating in six countries - Singapore, Indonesia, Malaysia, the Philippines, Japan and Taiwan. Clozette Daily, the Indonesian edition was launched in 2011 in partnership with Female Daily Network, followed by the 2013 launch of the Taiwanese edition, O SHa'Re, in partnership with Rakuten Ichiba Taiwan, Inc.

For more information, please visit www.clozette.co.

About StarWorld

StarWorld is Asia's finest leading female entertainment channel focused on delivering the best entertainment solution to trend setters and story seekers of Asia. The channel offers exclusive access to dramas, comedies, reality shows and special live events from the U.S. and around the world and features the hottest original productions. StarWorld's edgy style and urban chic look aims at attracting affluent, young female viewers who aspire to lead smart and sophisticated lifestyles.

StarWorld has 6 dedicated feeds with subtitling in 6 local languages reaching 68 million homes across 17 countries and territories in Asia and the Middle East.

For more information, please visit www.starworldasia.tv

About FOX International Channels

FOX International Channels (FIC) is 21st Century FOX's international multi-media business. We develop, produce and distribute 300+ wholly- and majority-owned entertainment, factual, sports, movie and lifestyle channels across Latin America, Europe, Asia and Africa, in 45 languages. These networks and their related mobile, non-linear and high-definition extensions, reach over 1.6 billion cumulative households worldwide.

In Asia, FIC operates or distributes 30+ channel brands, including the FOX, STAR and National Geographic brands, with over 100 feeds across 14 markets. As the leading pay-TV network in the region, we reach more than 550 million cumulative subscribers across Asia Pacific and the Middle East with offices in Hong Kong, China, Taiwan, Japan, Korea, Singapore, Malaysia, Indonesia, Philippines, Thailand, Vietnam, India, Australia and the UAE. For more information, please visit www.foxinternationalchannels.com.

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