



For Immediate Release

Fashion One Secures \$14M in Funding

Los Angeles, CA, September 06, 2010 – Fashion One has closed its Series B round of financing lead by Hong Kong-based Bigfoot Ventures Ltd. The proceeds of this round of financing will be used to boost the slate of in-house productions such as the reality television series "Screen Test", as well as expanding its global reach by adding more satellites and upgrading existing broadcast to full HD.

"This important milestone allows us to upgrade our existing broadcast to full HD on existing satellites, and also add satellite capacity especially in markets like Africa and Latin America, where carriers currently do not have any way to receive our signal," said Eric Klein, CEO of Fashion One. "But beyond distribution, it gives us the freedom to invest more into high-end content productions such as fashion-related casting and reality shows, which have proven to be very popular."

As part of the deal, Bigfoot Ventures has named Edward Bien as an additional board member for Fashion One. Bien heads Bigfoot Ventures' U.S. equity investment portfolio. Prior to this, he was investment manager for the broadcast and media portfolio at Bigfoot Ventures' headquarters in Hong Kong.

About Fashion One

Founded in 2010 in Los Angeles with presence in Paris, Milan and Hong Kong, Fashion One TV is the only international channel that brings to audiences across the world a unique take on Fashion and Entertainment. Fashion One promises over 300 new shows and 600 new clips every season, and covers from fashion weeks around the world to in-depth features on designers, models, photographers in the industry; from red-carpet events to behind-the-scenes of movies set and the latest in Hollywood news and gossip. For more information, visit www.fashionone.com.

About Bigfoot Ventures

Privately-held Bigfoot Ventures Ltd. is a Hong Kong-based capital management company that invests in property and media assets around the globe. It is part of the Bigfoot Group of Companies, a diversified property and media conglomerate that holds investments primarily synergetic to Bigfoot's entertainment businesses. Its U.S. subsidiary Bigfoot Ventures LLC. is located in Venice, California where the company has extensive property holdings.

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