



## News Release

### JustLuxe Launches New Custom Content Marketing Campaign

*LuxeEpicure is the latest example of luxury brands gravitating toward custom content integration.*

**San Diego, Calif., Feb. 9, 2012** - The relationship between luxury brands and digital media continues to evolve with a growing trend toward custom content integration. JustLuxe presents the latest example of cross-platform marketing with the launch of LuxeEpicure.

Co-branded by Lexus, [LuxeEpicure](#) is an expansive culinary section on JustLuxe, featuring exclusive chef interviews and recipes, upscale dining experiences, and unique content surrounding the all-new 2013 Lexus GS collection.

For the execution, JustLuxe turned to some of the nation's most celebrated chefs, including Todd English, Jean-Georges Vongerichten, Wolfgang Puck, Michael Mina, Julian Serrano, Rick Bayless, Jose Andres, William Bradley, among others. Along with each featured chef is a list of acclaimed restaurants, which direct the reader or Lexus Enform<sup>®</sup> user to book their reservation.

According to Gabe Greenberg, CRO, RGM Group, brands are demanding more than display advertising from media partners.

"We delivered a fully integrated custom content experience for Lexus. Our ability to create unique content experiences coupled with high impact media across top tier sites at scale is a unique value for our clients," said Greenberg.

As a brand known for its involvement within the culinary community, Lexus' decision to team up with a leading luxury lifestyle website was an ideal collaboration for both companies, according to Kamran Razavi, CEO-Founder, RGM Group.

"The LuxeEpicure integration provides a direct reflection of the forward-thinking marketing at major premium brands such as Lexus, and how the RGM Group builds custom solutions to maximize overall impact and exposure," said Razavi.

If the 2013 Lexus GS exemplifies the new face of Lexus, the custom content developed by JustLuxe and sponsored by Lexus, could very well be the new face of digital marketing.

#### About JustLuxe.com

Online since 2004, JustLuxe.com, a division of the RGM Group, is an all-encompassing, one-stop luxury lifestyle site connecting affluent consumers worldwide with suppliers of elite goods and services through an engaging, information rich and user-friendly website. The company provides its more than 1.7 million unique monthly visitors with objective analysis, relevant information and insight on more than 40 key [luxury](#) categories, including; automobiles, yachts, real estate, travel, private aircraft, fashion, fine jewelry, watches, art, wine, state-of-the-art home electronics, and more. The company may be reached through its website at <http://www.JustLuxe.com>.

#### About the RGM Group

RGM Group is an interactive media firm providing unique premium media solutions for Fortune 500 brands. The company is comprised of three divisions, offering partners: site-specific publisher options on OpenTable, Fodor's and JustLuxe.com, an alliance of 280 premium publishers in the RGM Alliance, and complete creative build services. The divisions combine to create a unique set of resources for partners to fully maximize their online advertising spends and generate revenue. In total, RGM Group provides access to more than 128 million unique visitors and 3 billion page views per month. Over the past seven years, RGM Group has successfully collaborated on thousands of advertising campaigns for many of the world's top brands, <http://www.rgmgroup.com/clients.html>.

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