

BECOME A JUSTLUXE HOTEL PARTNER AND REACH OVER A MILLION AFFLUENT VISITORS EACH MONTH

JustLuxe.com is a luxury lifestyle and travel portal that provides an all encompassing guide to affluent living. Our editorial team has published tens of thousands of articles and points of insight into more than 40 luxury lifestyle and travel categories.

JustLuxe Hotels is our luxury online booking engine that provides affluent travelers the ability to research and reserve hand-picked four and five star luxury resorts through the GDS system.

Hotel Partner Package Options

Entry Level

- ❖ Guaranteed 1st page position within your city
- ❖ Hotel listed in 2 of the "best of" categories
- ❖ 300x90 ad in luxury travel section
- ❖ One newsletter placement -125,000 subscribers
- ❖ Article on hotelier properties and services
- ❖ Custom trackable phone number
- ❖ Video Embedded on profile and in LuxeVideo
- ❖ Top Spot in City Guide
- ❖ Special in JL Rewards

Call for pricing

Premier

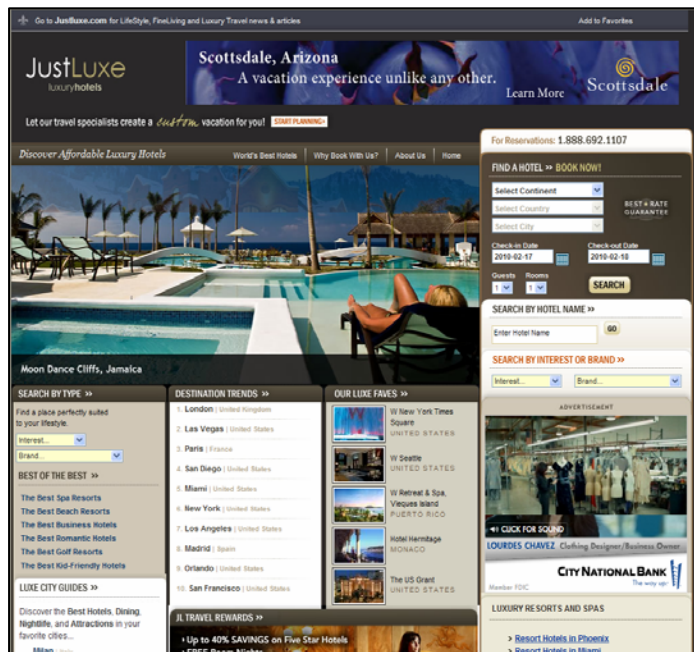
- ❖ All entry level benefits, plus:
- ❖ Top 4-6 position in city destination
- ❖ One additional hotelier article
- ❖ One additional newsletter placement -125,000 subscribers
- ❖ Rotation on 3 display ads on Hotel home page

Call for pricing

Elite

- ❖ All Premier benefits, plus:
- ❖ Top 3 position in city destination
- ❖ 100,000 impressions 3:1 Rectangle ad (300x100)
- ❖ 100,000 subscriber exclusive email

Call for pricing



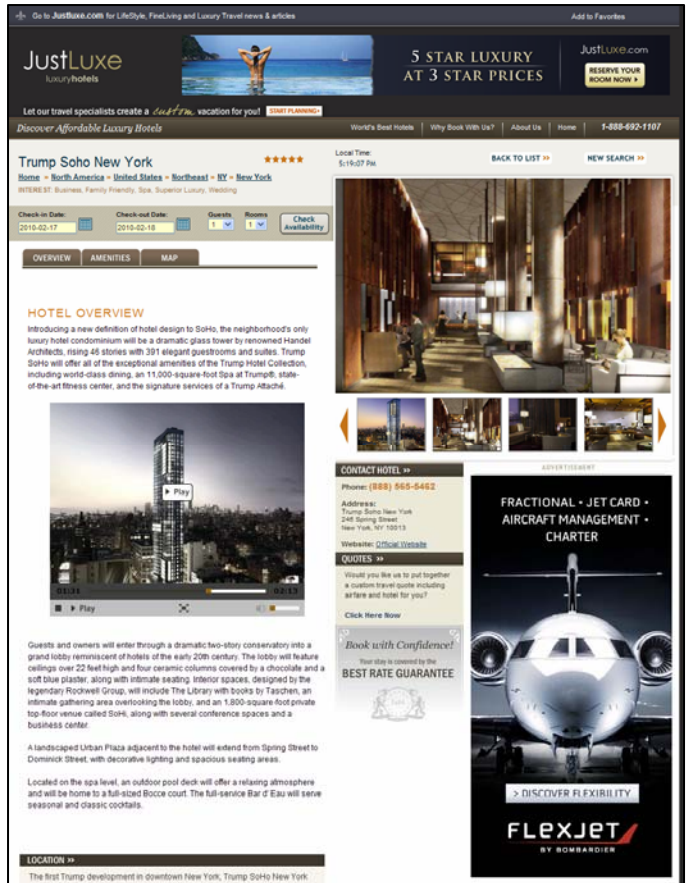
❖ JustLuxe Audience

- ❖ 2.1 million unique monthly visitors
- ❖ Average HHI: \$195,000 annually
- ❖ Average net Worth: \$2.7 million
- ❖ According to Nielsen research study, a JustLuxe visitor is 16 times more likely to stay at a luxury resort like Ritz-Carlton and 5 times more likely to travel overseas for a vacation.

❖ Contact Information

- ❖ Valen Elizabeth Scott
- ❖ Director of Travel Sales & Acquisitions
- ❖ ph: 619.615.0181 x137
- ❖ valens@justluxe.com

- ❖ **IATA # 0384-0502 (Tourist Bureau Marketing, dba Alliance Reservations Network)**
- ❖ **Additional benefits for partnering with a hotel booking engine that is also an affluent online lifestyle and travel portal**
 - ❖ Unique editorial content support
 - ❖ Advertorials specific to the property
 - ❖ Entertainment and destination articles
 - ❖ Travel and property videos
 - ❖ Public Relations
 - ❖ Publish properties' press release(s) and distribute via Google news and other wire news services
 - ❖ Content Distribution
 - ❖ All articles distributed via Google news, RGM Alliance, various RSS directories and over 20 content syndication partners
- ❖ **Number of hotels**
 - ❖ 1,700 ranging from large-branded resorts to small, boutique hotels
 - ❖ Representing over 50 major hotel brands
 - ❖ JustLuxe is constantly adding new proprieties throughout the year and hotels are added to the JustLuxe booking engine based on market and geographical consideration.
 - ❖ Preference given to participating JustLuxe Hotel Partners
- ❖ **How we market JustLuxe.com**
 - ❖ Google, Yahoo and Bing: SEM and CPC campaigns
 - ❖ Ad campaigns on RGM Alliance
- ❖ **How JustLuxe facilitates hotel booking**
 - ❖ Through the GDS (Pegasus) System
 - ❖ Direct link to properties booking engine



- ❖ **How qualified travelers find Justluxe.com**
 - ❖ Justluxe.com
 - ❖ SEO activities surrounding over 100,000 affluent lifestyle and travel articles and 100+ City Guides
 - ❖ Additional SEO benefits of Video Galleries
 - ❖ Rewards programs offering travel incentives
 - ❖ CPC efforts supporting hotel booking engine
 - ❖ Newsletter
 - ❖ 250,000 subscribers of which 100,000 are known travel enthusiasts
 - ❖ RGM Alliance
 - ❖ JustLuxe owns an advertising network supported by 150 publishers and 50 million unique monthly visitors. Sites included: Elle, Travel and Leisure, Frommers, LATimes
 - ❖ Cross promotional activities
 - ❖ Paid advertising campaigns
 - ❖ Content sharing