

PRESS RELEASE

Viscion Media Group Celebrates LEXEAN'S Editorial Distinction With VIP Black Tie Launch Party

Wednesday 28 February 2007, Singapore - The launch of Singapore's first and only international news and analysis magazine LEXEAN, was celebrated with an exclusive VIP target audience at the Andana Spa located at Paragon Orchard.

Strictly a black tie affair for invited guests only, the private party was held to celebrate the resounding success of the first issue and offered an opportunity for advertisers to get acquainted with the readers, editors, and VIPs. For the second issue, Managing Editor, Scott Birch promises 60 more editorial pages, making LEXEAN one of the most comprehensive literary journals to date in the region. Out of the existing 130,000 print run, 100,000 copies are paid subscriptions, with the remaining distributed to newsstands, airport lounges, hotels, coffee chains and so on.

The launch of the first issue of LEXEAN in January has drawn positive feedback in terms of editorial and design. A fluid consolidation of current affairs, lifestyle, and styling, LEXEAN offers a different perspective to already savvy and discerning readers in search of a strong viewpoint on any given topic. Informative, original, diverse, the magazine aspires to be a prominent editorial source of inspiration for the mind, body and soul.

In fact, the magazine has since created ripples in the industry largely over the launch pledge of 100,000 paid subscriptions consisting of unique names and addresses—all men with high disposable income. A letter from the publications printer and courier has already been issued to verify the print run and distribution of 100,000 copies. Unprecedented? Yes. In addition, the group's further commitment to its advertisers is recognised in yet another precedent, by underscoring this pledge with certification from a respected third party. Following the first launch of LEXEAN in January, Audit Bureau of Circulations Singapore (ABC), formerly Media Circulations Services (MCS), an independent, established and reputable circulation and audit facility has been tasked to verify the magazine's print run and distribution figures. Should the audit reveal a more than 5 per cent shortfall, the advertisements will be run absolutely free.

The figure is likely to increase with more readers in Singapore and even visiting tourists interested to be part of this exclusive 'intellectual' club that caters to their appetite for intellectual commentary as well as an appreciation for the finer things in life.

LEXEAN is a bi-monthly magazine and is targeted at a predominantly niche class of successful men aged 35-59 and, an equally highly exclusive group of male and female professionals. Inspired by the word 'lexicon', LEXEAN is adapted to epitomise a class of men, of distinction, now formally known as, Lexeans. For the next issue, distribution will expand to Hong Kong, Malaysia, and Brunei.

Limited copies of LEXEAN retail at select newsstands for S\$15.80.

For media interviews and all other information, kindly contact our media representative at Viscion Media Group:

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