

**Quintessentially and Elysians join forces to introduce ELEQT,
The Most Exclusive International Social Network for Luxury Lifestyle**

31st January 2012 | Pioneers and unrivalled leaders in Luxury – The Quintessentially Luxury Group’s Qube (www.qubers.com) and Elysians (www.elysians.com) are thrilled to announce their long-awaited partnership to launch ELEQT (www.eleqt.com), the most exclusive international social network for luxury lifestyle.

With a distinct shift in consumer behavior, the essential need for a targeted global communication and networking portal for High Net Worth individuals and business leaders has never been more evident. ELEQT will soon become an indispensable instrument of communication for the global elite.

The combined heritage of Quintessentially and Elysians will open a window into a new realm of luxury networking, offering connected and discerning HNW individuals the opportunity to access the best possible business opportunities, to engage with international peers, get involved in mutually beneficial corporate deals, and have access to even greater luxury lifestyle benefits. By encouraging individuality, creating introductions to top luxury brands and offering access to the world’s hottest events and locations, ELEQT will be groundbreaking in its approach to social and business networking.

Headquartered in London ELEQT has:

- A targeted membership - Over 130,000 of the most affluent and influential powerbrokers.
- Unmatched reputation – With two luxury powerhouses combining, the service, the international reach, as well as the standard of membership will be unrivalled.
- Boosted content offerings – Connect with peers from all over the world, share experiences with their friends, their favorite brands, charities and hotspots, and explore the world of luxury and style.
- Exclusive access to Quintessentially’s global infrastructure - with over 60 offices and 2000 staff around the world.
- An array of exceptional by-invitation-only events in over 12 countries ensuring members are always up-to-speed with the ever-changing luxury market.
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Ruud Smeets, Co-Founder and Chief Executive Officer of Elysians Inc. and Chief Executive Officer of ELEQT Ltd, comments: “Today is a great day for our members, customers, our employees, our shareholders and our charity partners, as we join the Quintessentially Luxury Lifestyle Group and bring together our two exclusive networks, creating a social forum of trust and luxury with over 130,000 members, spanning the entire globe. Building on our long-standing partnership, Quintessentially and Elysians are creating a strong and efficient exclusive lifestyle network perfectly positioned to capture the growth opportunities in the global luxury lifestyle and social media industry.”

Paul Drummond, Co-Founder and Group Commercial Director Quintessentially, comments: “While there are hundreds of social networks on the web, none have anything close to the combined caliber of our Qube and Elysians members. This collaboration means ELEQT will undoubtedly lead the ranks of top social networks. We are happy to welcome ELEQT and Elysians to our luxury lifestyle group.”

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For any media enquiries please contact:

For Quintessentially

Alex Allason: alex.allason@quintessentially.com / +44 20 3073 6752

For Elysians and ELEQT

Lisette van der Heijden: lisette.vanderheijden@eleqt.com / + 5999 747 1768

About Elysians - Elysians offers a privileged young and interactive audience the opportunity to expand horizons, experience the finer things in life and discover old and new friends within a network of trust and luxury. Elysians offers its members access to exclusive events, luxury lifestyle experiences and a wide range of benefits. Elysians was founded in 2008 and is headquartered in Curacao, Dutch Caribbean and has several offices around the world, including Amsterdam, Hong Kong, Dubai and São Paulo.

About Quintessentially - Quintessentially (www.quintessentially.com) is the leading international luxury lifestyle and concierge company. Started in 2000 as a small London based concierge service, Quintessentially has experienced a complete transformation in a decade, and currently have offices in over 60 cities around the world. The service provided to their discerning and HNW members is proactive and personalised, catering to every member's need, from last minute restaurant bookings, travel arrangements, and access to private parties, as well as fulfilling every unusual request and successfully connecting businesses all over the world. Quintessentially can offer access to the inaccessible and can make the seemingly impossible, possible. In a bid to ensure only the very best service is delivered across the luxury market, Quintessentially has also launched 32 luxury sister businesses comprised of experts in every luxury division. This includes real estate, travel, luxury retail, wine, art, and more.