



**ELEQT, Quintessentially's social network, launched in style
at Maserati of Manhattan, New York**

08 February 2013:// Last night saw an eclectic mix of over 300 movers and shakers out in force to celebrate the launch of ELEQT, the exclusive social discovery network, in New York.

Originally launched in Hong Kong, China, the ELEQT network has now reached the East of the US via its strongly growing networks in Asia, Europe, the Middle East and Latin America.

Ruud Smeets, Co-founder and Chief Executive Officer of ELEQT, comments: "After having previously introduced and established ELEQT in several continents other than North America, we're now very excited to see that our network has reached Manhattan, the world's pinnacle of luxury, business and trendsetting. A membership of ELEQT will open up a world of lifestyle and networking opportunities for our new members from New York and the rest of the US."

At the Grand Launch Party Manhattan guests were greeted with the height of luxury from the start with Maserati's parked outside and inside of the venue and flowing Brugal cocktails, Charles Heidsieck Champagne and premium spirits offered by The Macallan and Tequila Alacrán. The evening created an ideal platform for guests to mix with the like-minded and fellow style & business enthusiasts whilst celebrating the world of luxury lifestyle.

With performances from DJ Michael Demby, a common name among NYC's most well-known clubs, and international pop/rock artist RUMI, the evening was not short of entertainment and guests were seen partying into the early hours at the after-party of the event at the Tribeca Grand Hotel, a short glide from Maserati of Manhattan.

Also on offer to one lucky guest was the chance to win two return tickets with airline Avianca to Curaçao, Dutch Caribbean, and a complimentary 4-night stay at The Beach House Curaçao, made available by the Hospitality Association of Curaçao.

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Notes to Editors:

Besides Maserati of Manhattan, Tribeca Grand Hotel and the island of Curaçao, the ELEQT Grand Launch Manhattan is made possible by Alacran, Avianca, Bellucci Napoli, Brugal, Camelot Specialty Limos Inc., Curaçao Hospitality and Tourism Association, Cantamessa, Carlyle Catering, Charles Heidsieck, Clairvoyant Pictures Inc., Curaçao Tourism Board, Decco by Party Up Productions, Forever Cheese, Forever Young, Heineken, The Macallan, Maserati, Mel Boteri, Tribeca Grand Hotel and Quintessentially Lifestyle.

About ELEQT

ELEQT, established in 2012, is the exclusive social discovery network for the world's trendsetters, in style and business. ELEQT brings intimacy, trust and relevance to social networking by offering a high-end audience a trusted platform to connect with their peers around the world and facilitate them to discover fascinating people to meet, things to do, places to go, trends to follow and thoughts shared.

ELEQT offers access to:

- People: Over 150,000 of the world's trendsetters
- Hotspots: Over 6,000 of the world's best hotels, restaurants, clubs, bars and service providers
- Lifestyle & Business Content: Daily unique content from over 300 dedicated bloggers and individuals members
- Events: ELEQT signature networking events around the world as well as selected 3rd party events
- Discussions: Several platforms to share thoughts with other members
- And more...

ELEQT is a global network with local operations and has offices in Hong Kong, Dubai, Amsterdam, London, Sao Paulo, Santiago de Chile, Aruba, Curacao, St. Martin and New York and is planning to grow to many more regions in the next years.



About Quintessentially

Quintessentially Lifestyle 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 personalized, 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 (www.quintessentiallygroup.com).