



**ELEQT, the luxury online social discovery network launches in Mexico
at the prestigious The St. Regis Mexico City**

Thursday, August 14th, 2014:// ELEQT, a global leader in exclusive social networking for people who discover life in style, today announced its launch in Mexico. After having previously launched in Amsterdam, Beijing, Dubai, Hong Kong, London, Los Angeles, New York, São Paulo, and Singapore a.o., ELEQT continues its push into Latin America with the Grand Launch in Mexico on the 28th of August at the ballroom at the prestigious The St. Regis Mexico City.

ELEQT is an exclusive social discovery network for trendsetters in style and business. ELEQT brings privacy, trust and relevance back to social networking by offering a trusted platform, via www.eleqt.com, on which members can connect with their peers around the world and discover fascinating people to meet, things to do, places to go, trends to follow and thoughts shared. ELEQT also hosts dozens of exclusive member-only events around the world and online.

During the Mexico launch event, guests will be able to enjoy complimentary premium spirits and hors d'oeuvres, all the while socializing with thought leaders and influential figures. The evening will create an ideal platform for guests to mix with like-minded and fellow style & business enthusiasts whilst celebrating the world of luxury lifestyle. Attending guests will become founding members of ELEQT in Mexico and together with them ELEQT will shape the ELEQT community and event calendar in their city.

"We are proud to debut the ELEQT brand in Mexico City with an exclusive grand launch event at The St. Regis Mexico City," said Ruud Smeets, CEO and Founder of ELEQT Ltd. "Latin America has been a fast-growing market for us. We are excited to launch in Mexico and we see tremendous promise in developing the market, as well as partnering with local organizations. The initial response we have received so far has been very encouraging and we're looking forward to reaching a wider audience and further strengthening our presence in the region. Together with our partners at The St. Regis Mexico City and Ferrari Mexico, we will create a launch to remember."

ELEQT's CCO and Founder, Ronald de la Fuente-Saez, will be in attendance at the event. "A lot of people have been asking when ELEQT would make its move to Mexico, and we are thrilled to finally be able to make this announcement. Only a select number of ELEQT members and other privileged guests are welcome to join our strictly invitation-only event, and they can expect an evening of suspense and special effects."

Earlier this year, ELEQT launched in Beijing and Boston. The company is committed to rolling out ELEQT to more and more world capitals and cities in the months ahead to ensure people can access the online network for recommendations, tips and advice regarding trends and lifestyle from fellow professionals all around the globe. ELEQT is investing heavily in its network, and is continually upgrading its online community to better serve its members and partners.

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Not for publication: For more information contact Lisette van der Heijden, Managing Editor, at lisette.vanderheijden@eleqt.com. For more images and previous event videos, visit <http://www.eleqt.com>, <http://www.facebook.com/eleqt> and <http://www.youtube.com/eleqt.com>. You can also find ELEQT on LinkedIn, Pinterest and Instagram.

About ELEQT - ELEQT (www.eleqt.com) is the social network of the Quintessentially Group. ELEQT is the exclusive social discovery network for the world's trendsetters, in style and business. We bring 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 is a global network with local operations and has offices in Hong Kong, Dubai, Amsterdam, London, São Paulo, Santiago de Chile, Aruba, Curaçao, Saint Martin and New York and is planning to grow to many more regions in the next years. Membership to ELEQT is purely invitation-only.

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 70 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. 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. (www.quintessentiallygroup.com).



About The St. Regis Mexico City - Located at the historic Paseo De La Reforma, The St. Regis Mexico City embodies the best of hospitality. This elegant 31-story building, designed by legendary architect Cesar Pelli, features 189 captivating guestrooms, including 35 suites, and The St. Regis and Astor Suites, each with a gorgeous view of the bustling metropolis below. Each room includes King or Queen sized beds, high speed internet access, oversized flatscreen TVs, in-room digital movie systems, three telephones, generous work space, and a private safe. The centrally located hotel caters to both the leisure crowd, with its renowned Remède Spa & Fitness Center, exclusive to St. Regis brands around the world, and to the business set, with its extensive event facilities including the 7,670-square-foot, modular Astor Ballroom, a 2,000-square-foot Diamond Ballroom, and four large breakout rooms.

The St. Regis Mexico City, Paseo De La Reforma 439, Colonia Cuauhtemoc, Mexico City 06500, Mexico. Phone: (51) (55) 5228 1818, www.stregis.com/mexicocity.

About Ferrari México - Ferrari, founded by Enzo Ferrari in 1929 as Scuderia Ferrari, and Maserati, founded by Maserati family in 1914, are the most iconic Italian automotive companies, creators of the most luxurious and powerful cars in the world. Ferrari & Maserati México offers the best of both brands in Mexico City, Guadalajara and Monterrey since 2008, they are luxury sport cars of unmatched design, customized services, passion for excellence and extreme attention to details.

- Av. Ejército Nacional No.980, Pabellón Polanco, México, C.P. 11510. Phone: (55) 5557.6799 / (55) 5395.7322, www.ferrarimexico.com.mx.

About Heineken - Born in Amsterdam 140 years ago and raised by the world. Present in 198 countries, Heineken® is still being made under the same original recipe and process in each of the 65 countries where it's currently being produced and is a reference of extraordinary experiences through sports, music, lifestyle and cinema. Heineken® is a brand that inspires, motivates and enables their consumers to open their worlds to new worldly experiences. www.heineken.com.