



Press Release

**ELITE WORLD S.A.: THE LEADING INTERNATIONAL MODEL MANAGEMENT NETWORK
OPENS IN SHANGHAI**

Shanghai, December 6, 2011 – Elite World S.A. is pleased to announce the opening of **Elite China in Shanghai**.

In this new venture, Cristian D’Ippolito, CEO of Elite World says “Elite is extending its global footprint with a direct presence in China, currently one of the largest markets for luxury goods. A relevant number of luxury companies’ sales exposure to Chinese consumers is already exceeding 20% and, according to recent equity research, China’s demand for luxury goods will reach EUR 48bn in 2012. These are critical elements for a buoyant model management activity in the coming years”.

Vick Mihaci, President of the Elite Management worldwide, explains that Shanghai, the exciting metropolis often referred to as the ‘Paris of the East’, was an obvious choice to locate the business. The vibrant mix of modernity, luxury and cultures that Shanghai has to offer, marries perfectly with Elite’s international spirit and clientele comprised of leading fashion houses and world famous brands”.

Elite already represents an array of Asian models and has been active in Asia for several years. The establishment of Elite China in Shanghai reinforces its position at the forefront of the modelling industry and its avant-garde approach to talent discovery. Bringing Elite’s management model to China will set the standard that other agencies in Asia will aspire to reach or follow. This latest development promises to strengthen Elite’s already vast and sophisticated network and offer a direct pathway for Asian models to embark on international careers.

About Elite World SA :

Elite breathes global beauty and style. Founded in 1972, Elite is the world’s largest modeling agency, representing more than 2,000 models across five continents.

Elite models have featured on over 1,000 magazine covers from around the world and include legendary icons such as Claudia Schiffer, Naomi Campbell and Gisele Bundchen. Elite is also shaping the stars of today such as Alessandra Ambrosio, Constance Jablonski, Sigrid Agren, Eniko Mihalik and Fei Fei Sun, and continues to explore the world in search of the next rising stars through its Elite Model Look contest. The contest attracts over 350.000 participants in 70 countries per year.

Elite is not just a network of modeling agencies, it is a true brand with activities such as model management, the Elite Model Look contest and world-class licensing.

To learn more about Elite, visit www.elitemodelworld.com

About Elite Model Look :

Elite Model Look is the most renowned international modeling contest that attracts more than 350.000 participants every year coming from 800 cities, 70 countries and 5 continents. It is unique in providing the opportunity for young girls to enter the fashion world, become models and make fabulous careers. The Elite Model Look contest is a prestigious event open to beginners with a professional aim: discovering the new talents who will become the next top model.

To learn more about Elite Model Look, visit www.elitemodellook.com

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