



PRESS RELEASE

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AFP, RELAXNEWS AND MMH TO LAUNCH FASHION APP IN CHINESE

AGENCE FRANCE-PRESSE (AFP) IS TO LAUNCH A CHINESE-LANGUAGE FASHION APPLICATION IN PARTNERSHIP WITH MODERN MEDIA HOLDINGS LIMITED (MMH), A LEADING MAINLAND CHINA PUBLISHER, AND RELAXNEWS, THE PARIS-BASED NEWS AGENCY FOCUSING ON LIFESTYLE AND LUXURY.

“iFashion AFP” is the first Chinese language fashion news content app launched in China. It provides fashion and creative contents including the major fashion weeks, industry events and exhibitions, parties, celebrities’ news, new fashion product releases and shop openings etc. The “iFashion AFP” user community can interact amongst each other and with the key industry players via this app.

The agreement signed with AFP gives MMH access to the agency’s fashion and luxury coverage in text, photo and video.

It also gives the Chinese group access to the production from AFP partner Relaxnews, which offers extensive coverage of global trends in fashion, recreation and lifestyle. Relaxnews subsidiary, Paris Modes, is a leading provider of fashion and lifestyle video.

AFP and Relaxnews, whose service was launched initially in French and English, announced in June they were expanding into the Brazilian market. Launched in 2009, the AFP Relaxnews wire has become the world’s leading multi-media service on recreation.

“iFashion AFP” app is available in Chinese and is free for download on iPad effective from 30 September and the service will be available for iPhone and Android OS users in the coming months.

About AFP

AFP is a global news agency delivering fast, accurate, in-depth coverage of the events shaping our world from conflicts to politics, sports, entertainment and the latest breakthroughs in health, science and technology. With 2,260 journalists spread across almost every country, AFP covers the world 24 hours a day in six languages. AFP delivers the news in video, text, photos, multimedia and graphics to a wide range of customers including newspapers and magazines, radio and TV channels, web sites and portals, mobile operators, corporate clients as well as public institutions.

About MMH

MMH is a leading integrated media group in China, with a multi-media publication platform comprising of established magazine portfolio, mobile media, and TV media. The group produces high quality contents for global elite Chinese audience, and provides one-stop marketing solution for brand marketers. Its strong magazine portfolio includes three weekly magazine leaders, namely “Modern Weekly”, “Modern Lady Weekly”, “Bloomberg BusinessWeek”, and seven strategically defined monthly or bi-monthly magazines for different elite segments. Meanwhile riding on the strong media brands and resources, the group operates series of media apps, such as “iWeekly”, “iLady”, “Bloomberg BusinessWeek”, “iLohas”etc., in all major mobile operating systems. The group also produces and distributes series of lifestyle TV programmes.

About Relaxnews

Relaxnews is the first source of leisure news. Being a source of consulting, content, animation and technology, Relaxnews develops standard or customized content for media, brands, e-commerce sites, blogs and institutions to be used on websites, social networks, applications for mobile and other electronic devices, TV screens or in print.

Relaxnews launched the first rich media wire of lifestyle and leisure news covering the worlds of well-being, home, entertainment and tourism. This wire is sold by subscription under the brand name “AFP-Relaxnews” with AFP around the world. Relaxnews also owns Relaxevents (first source of local leisure news) and Paris Modes TV, the first source about fashion, luxury and trends. Based in Paris, Relaxnews is the only news agency dedicated to leisure to be listed on Nyse Alternext. www.afprelaxnews.com – www.parismodes.tv

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