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MARKETING STRATEGIES

Discount beck-and-call deal now part of Platinum service

Wall Street-based brokerage Platinum Properties has tapped lifestyle management and concierge firm, Luxury Attaché, to provide its high-end clientele with 24/7 dedicated access.

New York residents looking for services beyond the typical rental or condo concierge can join the all-inclusive program that's being offered at a special discount through Platinum.

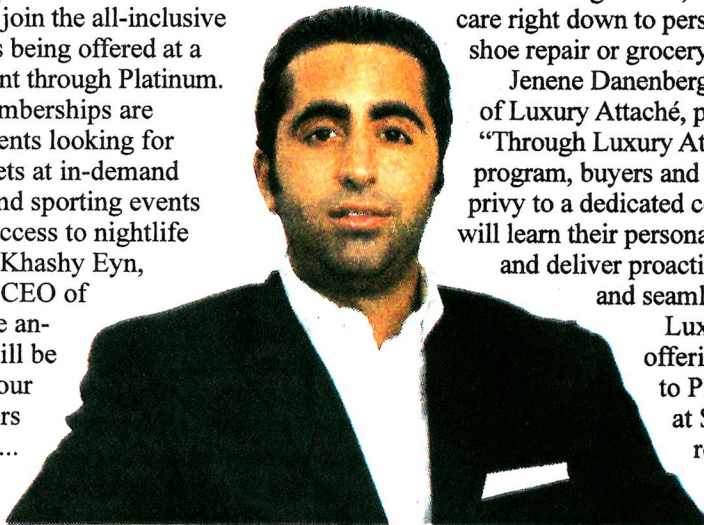
"These memberships are perfect for clients looking for premium tickets at in-demand productions and sporting events or exclusive access to nightlife venues," said Khashy Eyn, president and CEO of Platinum. "We anticipate this will be a great fit for our overseas buyers and investors ... in search of the best in New York

living."

Platinum's membership with Luxury Attaché includes one-on-one consultations to discuss clients' personal interests and work schedules, help in planning move-ins, preferred catering for private events, hotel and travel arrangements, customizable pet care right down to personal tailoring, shoe repair or grocery deliveries.

Jenene Danenberg, founder of Luxury Attaché, promised, "Through Luxury Attaché's lifestyle program, buyers and renters will be privy to a dedicated concierge who will learn their personal preferences and deliver proactive, impeccable and seamless service."

Luxury Attaché is offering the program to Platinum clients at \$10,000 per resident for one-year, 25% off the regular price.



KHASHY EYN