



ASMALLWORLD PARTNERS WITH CARTIER TO CELEBRATE CARTIER LOVE DAY

*ASW to Feature Specially Designed Interactive Homepage to
Promote Charitable Event*

NEW YORK, NY (May 21, 2008) – ASMALLWORLD (ASW), one of the leading private global online communities today announces a first-ever special event to celebrate the new www.love.cartier.com website in support of Cartier Love Day on June 19, 2008. This one-day event on the ASW site will feature a variety of interactive features, as well as a link to the Cartier Love collection of products, where portions of all proceeds generated from ASW members will be donated to various charity organizations including Action Against Hunger/Action Contre la Faim (ACF), an international relief and development organization, which currently is playing a key role in relief efforts in Myanmar.

In honor of this year's event, ASMALLWORLD members will have the opportunity to experience The Cartier Love Music Player, which will grant them advance access to a collection of songs created exclusively for this event. The Cartier Love Music Player will link directly to the Cartier Love website, <http://love.cartier.com>, where ASW members can access each individual song track five days before its actual release date (May 26, 2008).

Additionally, ASW will mark Cartier Love Day by changing its web site's navigation bar from the traditional blue color scheme to the signature "Cartier Red" as well as running special "Love Day" banners on the homepage. Members will also be able to access the "ASW Supports" icon, which will highlight the details for the charitable promotion and enable members to make a donation for the one-day event on June 19.

"Our partnership with Cartier underscores our commitment to continually seek unique and innovative opportunities with some of the world's most recognized luxury brands, while affording us the chance to use our platform to support charitable efforts," said Joe Robinson, CEO and President of ASMALLWORLD. "As a premier global online network, ASMALLWORLD is ideally poised to elevate the awareness of the Cartier Love Day event and help drive enthusiasm for such a worthwhile cause among our member base."

"Cartier is pleased to partner with ASMALLWORLD for Cartier Love Day," noted Christophe Aerts, Deputy Communication Director of Cartier International. "We have experienced such great success with Cartier Love Day in the past few years, and aligning with ASMALLWORLD'S global platform offers an even wider reach to help broaden visibility for this event and keep supporting important charities."

For more information about ASW's exclusive partnership with Cartier, please visit www.asmallworld.net.

About ASMALLWORLD

ASMALLWORLD is a private by-invitation online community that brings together a carefully selected group of international members who share similar backgrounds,



interests and values. The community provides a distinct and intimate environment for these like-minded individuals to exchange ideas and share reliable information online as well as in person. By strengthening meaningful connections between people, ASmallWorld allows its members to create personally tailored, relevant networks that meet their particular social, cultural and professional needs. ASmallWorld's online magazine highlights the role social and contemporary culture plays in the lives of its members.

About Cartier

Cartier, one of the world's leading luxury goods companies, designs, manufactures and distributes all of Cartier's products. Founded in 1847, the House of Cartier has long been identified with quality, prestige and history and has served as crown jeweler to 19 royal houses. In North America, 33 boutiques market a broad range of luxury products including jewelry, watches, eyewear, fragrance, writing instruments, lighters, leather goods and scarves.

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