

Elite Traveler, the Private Jet Lifestyle Magazine, Takes Off on Apple's iPhone

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One of the first print publications to go iPhone: From the Top Hotels, to Mega-Yachts and Haute Couture, Elite Traveler's News on Luxury Products and Services Are on View on iPhone

NEW YORK, Aug. 28 /PRNewswire/ -- Elite Traveler, the luxury lifestyle magazine distributed aboard private jets in over 90 countries, is taking a test run as one of the first magazines available on Apple's hot new iPhone. The magazine is part of a beta group of magazines with an interface and portal designed by Texterity where viewers can see the complete magazine on iPhone. To experience the pages of Elite Traveler's latest Pure Decadence issue on iPhone, visit <http://www.elitetraveler.com/home.html>.

<http://www.newscom.com/cgi-bin/prnh/20070716/AQM088LOGO>)

"Providing Elite Traveler's content via the iPhone is the perfect complement to the global distribution of the print magazine aboard private jets. Our strategy is all about making our magazine available wherever in the world our super wealthy readers are," Douglas Gollan, President and Editor-in-Chief of Elite Traveler. "Elite Traveler goes to over 425,000 readers with an average household income of \$5.3 million. Many are self-made millionaires interested in the latest in every kind of luxury."

A premier publication featuring luxury destinations, products and services for the ultra-affluent, the oversized color glossy is putting its elegant editorial pages on view for the celebs, tycoons and Wall Street wiz-kids who are getting the latest tech toy. Many of the people who can purchase the new iPhone are the same ones who can purchase the diamond jewelry and \$40,000-a-night suites featured in the pages of Elite Traveler.

Who do we know that can read Elite Traveler on iPhone? Well, Tom Cruise may take a look to find a new vacation spot to thank Katie Holmes for the engraved iPhone he got on his birthday. Katherine Heigl may look through the latest jewelry designs to find a necklace or earrings to go with her new designer dress. Or Whoopi Goldberg may look through the latest luxury suites in this month's Pure Decadence issue to find the ultimate get-away to chill after a new movie. Maybe Spike Lee, the first in line to get an iPhone, will join her. They can both read about it on their iPhone.

"Our readers value that we make our magazine available on private jets and yachts in over 90 Countries around-the-world. By now making our content available in iPhone's high-definition and easy-to-use format, Elite Traveler becomes an even more vital resource to this exclusive audience." Gollan noted.

To read Elite Traveler on iPhone, visit <http://iphone.texterity.com/magazines>. Those without an iPhone can visit <http://www.texterity.com/iphone> for more information.

With the ultra-affluent audience growing, Elite Traveler is now providing fast jet-setters the option to read Elite Traveler online at <http://www.elite-traveler.com>.

About Elite Traveler, the private jet lifestyle magazine

Established in 2001, Elite Traveler is the private jet lifestyle magazine. Its award-winning format brings to life the latest in travel, fashion and private jet lifestyle for its wealthy readers. Elite Traveler has worldwide distribution aboard private jets and mega-yachts. Elite Traveler has a BPA audited circulation with a readership of over 400,000 readers per issue in more than 90 countries; its readers are wealthy and influential, with an average household income of \$5.3 million. Readers spend over \$400,000 annually on stays at hotels, resorts and spas.

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