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ITP Live social influencer agency breaks GUINNESS WORLD RECORD

ITP Live, the social influencer division of ITP Media Group, broke an official Guinness World records title last night for the 'Picture taken with the world's longest selfie stick.'

The record was broken at the official ITP Live Launch party at the Penthouse Suite at the new Viceroy Palm Jumeirah Dubai hotel.

The title had previously been held by Blasteem's Matt & Bise, two Italian bloggers who created a selfie stick measuring 15.57m. ITP Live beat the record with a selfie stick measuring a whopping 16m.

Samer Khallouf, the official adjudicator from Guinness World Records said: "The selfie stick adhered to the guidelines breaking the current record title. As the global authority on record-breaking we are always happy to see such great feats in the UAE and be a part of these astonishing events."

The party saw over 300 senior media professionals rubbing shoulders with selected GCC influencers covering a vast range of industries from fashion to travel to business to beauty.

ITP Live's General Manager, Ahmad Bashour said: "Breaking the record was a nice way to celebrate the official launch of our influencer website, ITPLiveME.com, and it is great to be a Guinness World Record holder, but our real objective here is to break records for clients and help them harness the power of the influencer market."

ITP Live's social influencer agency operates across the GCC and has already started working with brands including L'Oreal, Unilever, Galeries Lafayette, DTCM, P&G, ADCB, Porsche, Mazda, Bourjois, Al Tayer, KFC, Souq.com, Godiva and many others.

The ITP Live Party was presented by e-commerce store E-Labelz and supported by award winning agency Garage 366, Emirates NBD, kaya Skin Clinic and skinue and the event partners were SKAI, Shock Talent Management, MMI and Viceroy Palm Jumeirah Dubai. The record-breaking selfie was captured by a Samsung Galaxy S8.

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Notes to editors

About ITP Media Group

ITP Media Group (ITP) is one of the largest media companies in the Middle East, with a portfolio of more than 80 weekly and monthly magazines, and a wide range of digital properties. These include major international and regional brands such as Time Out, Arabian Business, Harper's Bazaar, Hello Middle East, Construction Week and Condé Nast Traveller ME.

The company also organises over 80 business and consumer events each year, including award ceremonies, conferences and parties. ITP adopts a 360 degree approach to content creation across multiple platforms.

ITP Live, its newest division, has five key business areas - the region's largest social influencers' agency, video content creation, digital sales representation, ecommerce and live events.

The ITP Customer division publishes the catalogues, previews and daily show newspapers for all exhibitions organised by Dubai World Trade Centre as well as a host of specialist publications for major retail and financial organisations.

ITP was founded in 1987 in the UK, and won The Queen's Award for Export Achievement in 1995. Reflecting the international scope of its business, the company subsequently relocated to Dubai in the United Arab Emirates, where over 500 staff are based. The company also has offices in Mumbai and London, and is led by CEO Ali Akawi, with former Sunday Times Editor and BBC broadcaster Andrew Neil acting as chairman. www.itp.com

About ITP Live

ITP Live is the newest division of ITP Media Group (ITP), one of the largest media publishers in the GCC with over 80 brands including Time Out, Arabian Business, Harper's Bazaar, Construction Week and Condé Nast Traveller ME.

ITP Live has four key business areas – building the region's largest social influencers' agency, video content creation, digital sales representation and digitally focused live events. The objectives of the division are to extend the digital footprint of ITP and APP Media Group (APP) brands as well as providing new content creation opportunities for commercial partners. www.ITPLiveME.com