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For Immediate Release

L'OCCITANE Kicks Off Holiday Shopping Season With Interactive Digital Catalogs From Prestimedia

L'OCCITANE's Enchanting Interactive Catalog Features Sparkling Animations, Multipoint Interactive Zones, and Social Media Integration



SAN JOSE, Calif. — Nov. 5, 2012 — Today Prestimedia, the leading digital catalog solution provider, announced that global natural-ingredient-based personal-care and well-being products company L'OCCITANE will captivate customers this holiday season with enchanting interactive digital catalogs powered by

Prestimedia. On Nov. 5, L'OCCITANE simultaneously launched 64 digital catalogs across the company's numerous websites and Facebook pages, spanning 28 countries across five continents, bewitching consumers with unique interactive features such as Prestimedia's "product glorifier" and "premium mapping" applications.

Within the Prestimedia interactive catalogs, which can be viewed and shared on any mobile device, L'OCCITANE will unveil two new limited-edition holiday gift sets — Marvellous Flowers and Magical Leaves — featuring product favorites from collections such as Almond, Lavender, Shea Butter, and Verbena.

"Prestimedia's extensive experience working with international brands and comprehensive range of animated catalog tools will give us a great competitive advantage during the holidays this year," said Jessica Granata, international digital marketing manager, L'OCCITANE. "Thanks to the Prestimedia team's dedication to this project, we were able to launch all 64 digital catalogs on time to provide our customers with a state-of-the-art shopping experience. We look forward to working with Prestimedia again in the near future."

With the product glorifier tool, L'OCCITANE shoppers can highlight specific products within the interactive catalogs while minimizing other content, enabling a more compelling and personalized shopping experience. Prestimedia's premium mapping tool creates multipoint interactive zones that accurately follow the outline of products within the catalogs to engage L'OCCITANE customers. While browsing the interactive catalogs, customers will find twinkling-star animation, holiday music, and a magical video on the final page. To view a demonstration of Prestimedia's L'OCCITANE interactive digital catalog, visit:

<http://usa.loccitane.com/catalog/US/appli.html>

For more information about Prestimedia, visit <http://www.prestimedia.com> or call +1 408-256-1458.

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About L'OCCITANE

L'OCCITANE is a global, natural and organic ingredient-based personal care and well-being products manufacturer and retailer with strong regional roots in Provence, France. L'OCCITANE is committed to developing high quality products that are rich in natural ingredients of traceable origins and respect for the environment. L'OCCITANE has more than 2,000 boutiques worldwide in addition to a digital network including over 60 countries.

About Prestimedia

Prestimedia is the leading interactive publication solution provider and branded mobile apps developer, helping companies dynamically share their content and engage with customers on the web and through mobile devices in a way that no other solution offers. With experience creating more than 22,000 publications for over 500 customers ranging from Fortune 500 companies to small businesses, Prestimedia's comprehensive family of interactive online catalogs, magazines, brochures, and annual reports, create a synergy between print, Web, mobile, social media, and merchandising. Visit the website at: www.Prestimedia.com

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