

## FOR IMMEDIATE RELEASE

### **Sweetchic Events, Inc. Honored with WeddingWire Bride's Choice Award 2011**

Chicago, Illinois – February 14, 2011 - WeddingWire, the nation's leading wedding technology company, is thrilled to announce that Sweetchic Events has been selected to receive the prestigious annual WeddingWire Bride's Choice Awards™ 2011 for Wedding Planners.

Recognition for the Bride's Choice Awards™ 2011 is determined by recent reviews and extensive surveys from over 750,000 WeddingWire newlyweds. Our past clients are among those that shared their experiences on WeddingWire, the largest wedding review site in the nation.

Sweetchic Events stands among the top five percent of wedding professionals in the WeddingWire community, representing quality and service excellence within the wedding industry. Awards were given to the top wedding professionals across 20 service categories, from wedding venues to wedding photographers, and were based on the overall professional achievements throughout the past year.

"WeddingWire is honored to celebrate the success of the top-rated wedding professionals within the WeddingWire community," said Timothy Chi, WeddingWire's Chief Executive Officer. "With the annual Bride's Choice Awards™ program, WeddingWire has the unique opportunity to recognize the best wedding professionals across the US and Canada. We applaud Sweetchic Events for their professionalism and dedication to enhancing the wedding planning experience last year."

We are happy to announce that Sweetchic Events is among the very best Wedding Planners within the WeddingWire Network, which includes leading wedding planning sites WeddingWire, Martha Stewart Weddings, Project Wedding and Weddingbee. We would like to thank our past clients for nominating us to receive the Bride's Choice Awards™ 2011.

For more information, please visit [Sweetchic Events' WeddingWire Storefront](#) today.

For more information on the Bride's Choice Awards™ 2011, please visit [www.WeddingWire.com](http://www.WeddingWire.com).

About WeddingWire, Inc.

WeddingWire.com, the nation's leading technology company serving the \$70 billion wedding industry, is the only online wedding planning resource designed to empower both engaged couples and wedding professionals. For engaged couples, WeddingWire offers the ability to search, compare and book over 200,000 local wedding vendors, from wedding venues to wedding photographers to wedding cakes. WeddingWire also offers an online community and a suite of cutting-edge planning tools for weddings, including wedding websites and wedding checklists, all at no charge. For wedding professionals, WeddingWire provides free online management tools creating the only market opportunity that gives local businesses control over their clients, reviews, leads and performance. Businesses that join the WeddingWire Network appear on WeddingWire.com and other leading sites, including MarthaStewartWeddings.com (NYSE: MSO), ProjectWedding.com and Weddingbee.com (both part of eHarmony), and Celebrations.com (part of the 1-800-Flowers family of brands, NASDAQ: FLWS).

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