

e-Plan Your Wedding

How to Save Time and Money with Today's Best Online Resources

by Crystal and Jason Melendez, co-founders of WedShare.com

You know how demanding wedding planning can be. Time, money, and energy are all in short supply. But planning a wedding should be fun, not frantic. Savvy couples are putting a wealth of convenient resources to work for them, saving thousands of dollars and hours of needless hassle.

The Internet, forever changing how we live, work, and play, is creating today's new wedding planning frontier. Do you know about all the latest shortcuts, discount bargains, and planning tools? They're yours for the taking. And you don't have to be a techno-whiz to exploit them.

"A creatively practical and innovative guide...the ultimate "user friendly" reference for preparation of the big day. Very strongly recommended for wedding planners, especially for aspiring newlyweds" -Midwest Book Review, May 2006

Whether you're planning your own wedding or helping somebody else, this is the only book you need. Put today's best online resources to work for you. Get current, expert advice and make use of detailed checklists and worksheets. All in a beautifully designed, 480-page book complete with photos, index, and companion website.

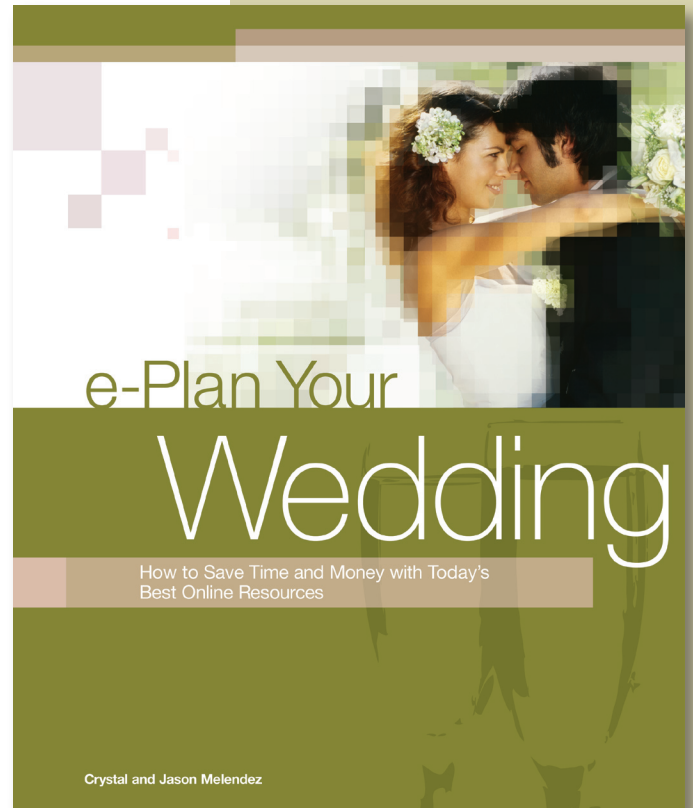
Purchase or order it at your favorite bookstore, or get it directly from the publisher at one of the contacts below. Early release copies are available now and ship **FREE** the day you order! (Visa, Mastercard, and checks accepted)

Wedding professionals and bridal stores: see the back page for our payment terms and discount schedule to the retail market.

order toll-free: 800-592-9151
 by FAX: 408-404-5226
 by email: orders@mediasoftpress.com

Go online to learn more and to order conveniently over the web:

www.eplanyourwedding.com



Find out how easy it is to:

- Set up a guest address book that builds and updates itself.
- Create online gift registries.
- Find incredible wholesale discounts and bargains.
- Receive RSVP responses that automatically update your guest list in real time.
- Create a smart, flexible budget that compensates and adjusts as you go
- Secure bulletproof contracts. Use all the available resources to find the right vendors.

...and much more!

Specifications:

Title: e-Plan Your Wedding: How to Save Time and Money with Today's Best Online Resources

Authors: Crystal and Jason Melendez

Publisher: Mediasoft Press (www.mediasoftpress.com)

Category: Reference / Weddings

ISBN: 1-933457-00-7

List Price: \$18.95

Page Count: 480

Trim Size: 7.5" x 9"

Format: Paperback

Edition: First

Fully indexed, 3 illustrations, 144 photographs/screenshots, companion website

Author bio

Silicon Valley technology professionals Crystal and Jason Melendez are newlyweds-turned business partners. In 2004 they co-founded and developed WedShare.com, which has grown to be a top wedding website service provider and a leader in online planning tools. Mr. and Mrs. Melendez enjoy working closely with engaged couples to develop convenient, intuitive planning tools and to stay in touch with the ever-changing trends and resources. They are active in the wedding industry, regularly attending bridal fairs, vendor tradeshow, book fairs, and other promotional events.

Promotion

This book is actively promoted. Prepublication galleys were sent out to all major reviewers February 2006 and early review copies in March 2006. It is being circulated and sold through various wedding retail outlets and bridal fairs. Internet promotion is through online bookstores, wedding websites, the authors' online businesses and the book's website, www.eplanyourwedding.com. The book was showcased during the March 2006 PLA book fair and the authors will be promoting it at Book Expo America in May 2006. Mediasoft Press is a member of PMA, the Independent Book Publisher's Association, and this book is offered through the organization's catalog and various cooperative mailers. The book is in the ABA BookSense program. Articles will be offered to more than 50 major bridal magazines to increase visibility. The book will be listed in library approval plans, sold to bridal book clubs, available to retail catalogs, available to wedding vendors and planners, and promoted at major book fairs. The authors will be conducting promotional tours in California and New York, where they will schedule appearances at wedding events, bookstores, and libraries. A complete marketing plan can be obtained in the media kit at www.eplanyourwedding.com

Distribution to retail outlets and wedding vendors

Give your customers the benefits of e-Planning! Place orders for this book using the full title and/or ISBN number by phone, fax, or online. We accept Visa, Mastercard or check payments. Approved vendors may be extended credit and payment terms of 30 days from date of invoice.

Our discount schedule is 40% off orders of 40 books or less, and 50% off larger orders.

Contact us today to establish an account. We ship UPS or USPS priority mail the day you order, FOB San Jose, California. SAN 256-5366. Order by calling toll-free at (800) 592-9151, fax to 408-404-5226, mail to the address below, or send an email to orders@mediasoftpress.com.

Our books are also available through Baker & Taylor, amazon.com and barnesandnoble.com.