

For Immediate Release...

## *Wedding Planning Goes Digital*

**SAN JOSE, Calif.–February 2006**–The Internet is revolutionizing how we work, play and–yes–plan weddings. In an area where tradition reigns supreme, the justification for change is simple: planning a wedding is expensive and time consuming.

The average U.S. wedding costs \$26,000 and the price tag is climbing. Over two million couples will marry this year and spend about \$80 billion total, not including the honeymoon. The time and energy demand only adds to the challenge.

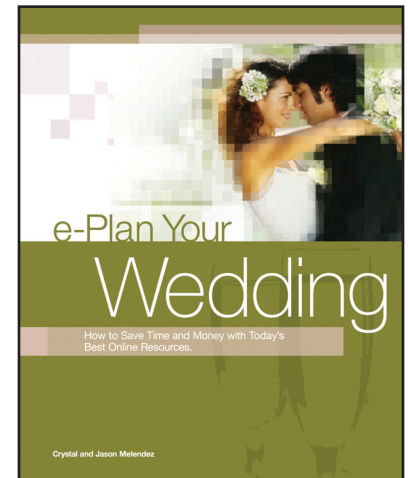
The online bridal market has created shortcuts, discount bargains and new planning tools. Online RSVP managers track headcounts and invitation responses automatically. Guest address books build and update themselves. Web accessible registries and custom gift services make sending and receiving gifts easier than ever. Wholesale flowers and gowns are available to all. How does one find and use these cutting-edge resources? Which tools are useful, and which are just hi-tech hype?

Engaged couples, their families and even professional wedding consultants need a solid guide to today's vast bridal frontier. Crystal and Jason Melendez's modern wedding planner *e-Plan Your Wedding: How to Save Time and Money with Today's Best Online Resources* covers the journey from proposal to honeymoon in detail, all while fully exploiting the Internet's abundance.

Silicon Valley natives Mr. and Mrs. Melendez are experienced technology professionals and wedding planning veterans. They are the creative force behind WedShare.com, a leading wedding website service and information resource. As a husband-and-wife team, Mr. and Mrs. Melendez lead the development for some of today's most sophisticated online planning tools and are active members of the wedding industry.

*e-Plan Your Wedding* will be available in Spring 2006. It can be pre-ordered from most bookstores or by calling the publisher at 800-592-9151. Orders can also be made online at the book's website, [www.eplanyourwedding.com](http://www.eplanyourwedding.com). A list of contents and chapter samples are available on the website as well.

-30-



*e-Plan Your Wedding: How to Save Time and Money with Today's Best Online Resources* by Crystal and Jason Melendez. Original edition. 7 1/2 x 9, 480 pages. ISBN 1-933457-00-7. \$18.95. Publication: Spring 2006. Media kit available at [www.eplanyourwedding.com](http://www.eplanyourwedding.com).