

CONDÉ NAST'S BRIDES.COM UNVEILS 'WED-IQUETTE' SECTION

ETIQUETTE EMPIRE DESCENDANT ANNA POST SHARES MODERN MANNERS DOS & DON'TS

Post's First Post Takes On Same-Sex Weddings

New York, NY November 4, 2008 – Condé Nast's premier online bridal destination, Brides.com (<http://www.Brides.com>), today announced the launch of a special section devoted to Wedding Etiquette (<http://www.Brides.com/etiquette>), featuring exclusive articles and advice from Anna Post, etiquette expert, popular author and great-great-granddaughter of the legendary Emily Post. In addition, the new Wedding Etiquette section will explore today's etiquette dilemmas, providing guidance and tips for traditional and non-traditional weddings.

In today's first posting, Post will examine the issues surrounding seating protocol at same-sex wedding ceremonies.

Anna Post is the author of *Emily Post's Wedding Parties: Smart Ideas for Stylish Parties, From Engagement to Reception and Everything in Between* (Collins, October 2007). Anna is currently at work on her second book, due in 2008.

As an author in her late 20s, she approaches etiquette from a fresh perspective that draws on tradition and history while encouraging readers to realize that etiquette is less about worrying about which fork to use and more about treating people with consideration, honesty and respect.

Post speaks at bridal shows, providing wedding etiquette advice and tips. She is also a graduate of The Emily Post Institute's Business Etiquette Train-the-Trainer program and is a speaker in the Institute's Business Etiquette Seminar series.

"Etiquette questions are always top of mind for new brides-to-be, so the launch of a comprehensive section on wedding manners was a logical fit for Brides.com" said Michelle Preli, editor in chief of Brides.com. "We're particularly delighted to have an expert on-hand like Anna Post who can lead them through the intricate maze of 'I do' dos and don'ts."

About Brides.com

Brides.com is a premier bridal destination site, with more than 1.2 million unique users every month and 60 percent year-over-year growth in traffic. Brides.com's dedicated editorial team creates original content, develops interactive tools, cultivates an engaged community and provides an array of beautiful imagery and video to empower the bride throughout her wedding-planning process. Brides.com commands a superior market position by aggregating content from three national magazines—Brides, Modern Bride, Elegant Bride—and 16 local bridal magazines.

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