



Wedding Planning Site Seeks Answers from Brides

WedNet.com is looking to brides and grooms for input on just what makes a wedding planning site useful.

Woodinville, WA, April 10, 2008 --(PR.com)-- WedNet.com has been around for 14 years providing wedding planning tips and advice. But in today's Internet-driven world the company constantly evolves to reflect the needs of brides looking to use the web as a central part of their wedding planning. Even with so much history, in order to succeed in the information age, the company is asking "what do couples really need in order to help plan their wedding".

WedNet is performing a market research project to answer that very question. While the survey is only a few questions, the impact to WedNet's direction and success will be substantial. WedNet will use the survey results to enhance its site to be a focal point for brides planning their wedding. The Internet offers a huge number of resources around wedding planning - but no single site provides a simple and effective way to research, track, coordinate and communicate. Through this survey WedNet plans to learn what brides need - and build just those features.

As an incentive, industry leaders CameraRenter.com, Wedding Paper Divas invitations and WeddingCuts.com are offering 10% discounts to all visitors completing the survey. Additionally, valuable prizes will be drawn at the conclusion of the research project.

<http://www.wednet.com/survey/>

Mark Williams, founder and owner of WedNet LLC, believes many wedding planning web sites miss the mark. "It is easy to bring up a web site, include a number of articles and call it a 'wedding planning site'. In the real world, wedding planning is way more complicated than that. The challenge is to deliver a wedding planning experience that is truly useful for the bride and groom as they walk through the myriad of decisions between engagement and honeymoon", Williams says. "Our goal with this survey is to learn specifically from those in the midst of their wedding planning - and to listen. We have some great ideas about how we can simplify things for the bride and groom, keep everyone in the wedding party involved and excited, help locate wedding vendors, make the wedding unique and so on. But the true experts here are brides and grooms actually facing these challenges - and from their feedback we'll extend our site in unique and exciting ways, building on our own experience of over 14 years in online wedding planning. We are excited to hear what brides and grooms have to say".

In addition to the discount coupons, everyone completing the survey and providing a valid email address will be entered in a random draw for the following prizes:

1st place: One winner - 10 camera package (\$495) from CameraRenter.com

2nd place: Two winners - Invitations package (\$250) from Wedding Paper Divas Invitations



3rd place: One winner - \$100 certificate from Wedding Cuts Cake Toppers

For additional information, contact:

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About WedNet

WedNet LLC provides wedding planning resources including a vast library of articles, online shopping for invitations, favors and travel, and a nationwide directory of wedding vendors. Established in 1994 as one of the first online wedding planning sites, WedNet continues to provide valuable information of brides and grooms across the US. WedNet is headquartered in Woodinville, Washington.

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