



Brides to be Get A Leg Up with BrideInsight.com

For Immediate Release

Contact: Louisa Hayward
lhayward@signaturespecialists.com
888.517.4187

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Today's average bride and groom begin the daunting task of planning for the most important day of their lives with little help. It is more complex than ever and expectations are higher for a perfect and joyful event. Some don't know where to start and are elongating their engagement periods just to handle all the details leading up to the wedding. It can be a full-time job.

SignatureSpecialists, Inc. launched a new website and service today that was designed to help brides plan and manage the wedding process—and have fun doing it:

BrideInsight.com

The service is free to brides and includes an interactive calendar that will keep the bride organized and on track to complete all the “to do” items on her list. It also allows the bride to set up e-mail or text message reminders for any key people who need help remembering important appointments. Her bridesmaids won't forget that their dress fitting is tomorrow, and when her groom gets a text message about the cake tasting, he'll arrive on time.

BrideInsight.com is also a resource for events like Bridal Shows, complete with easy online registration. If a bride can't attend a show, she doesn't have to feel left out—she can still access a goody bag full of special offers on BrideInsight.com, from bridal merchants and service providers.

Brought to Market by SignatureSpecialists Inc.

The BrideInsight service and website is a creation of SignatureSpecialists Inc. SignatureSpecialists is an Evanston Il based company that is devoted to consumer advocacy and quality in the luxury markets. SignatureSpecialists has created a large network of certified service providers in the U.S. Network locations can also be found in Australia, Canada, and Puerto Rico.

Consumers are given many opportunities to learn and gather information about the network and any service provider they choose. They can do this through our service that include: content and information, help in choosing a network service provider with “finder” programs, quality/satisfaction scoring on all network providers, community participation through forums, matching programs for consumer reference information.

SignatureSpecialists also provides consumers the opportunity to participate in service provider advocacy. This gives them the chance to tell others about their experience. This advocacy includes a gift certificate program for unique services.