

BRIDES.COM PARTNERS WITH MYREGISTRY.COM TO OFFER BRIDES-TO-BE THE ULTIMATE ONE-STOP GIFT REGISTRY EXPERIENCE

New York, NY: October 1, 2009 – Condé Nast’s premier bridal destination Brides.com (www.brides.com) has joined forces with MyRegistry.com (www.myregistry.com), the leader in online gift registry technology. The partnership will allow the popular bridal site’s users to create and build a centralized wedding gift registry and add items from any store in the world onto a single, easy-to-use gift list.

Brides.com will also allow users to seamlessly add product images from their site to a gift list on MyRegistry.com, and have a one-stop-shop for the convenience of their wedding guests. This new resource will be featured on Brides.com’s homepage within the site’s “Registry” navigation starting today.

“Registering can be a complex process for both engaged couples and guests. MyRegistry.com significantly simplifies the process by offering virtually every store in a single registry,” said Jennifer Cole, Brides.com publisher. “It’s exactly the kind of service that our community of brides-to-be is seeking during the hectic process of wedding planning and we’re thrilled to offer them such a flexible solution.”

“The partnership between Brides.com and MyRegistry is the perfect fit,” said Oded Berkowitz, Founder and CEO of MyRegistry.com. “We are offering Brides.com users all the tools needed to create the ultimate gift registry, add items from all their favorite stores as well as allow brides to add products directly from Brides.com – whether from image gallery slides shows, blog postings or ads – straight into their registry.”

Under terms of the arrangement, MyRegistry.com will feature 100 of their most popular products within Brides.com’s registry gallery. Brides-to-be can also place an “Add to My Registry” button to their Internet browser bar, which will allow them to add any product from any website in the world onto their wedding gift list.

About Brides.com

Brides.com, Condé Nast’s premier bridal destination Web site, features daily news and trend updates, in addition to expert tips and advice, all designed to empower brides-to-be in preparing for their big day. Showcasing interactive tools, an array of beautiful imagery and video, as well as content from three national magazines – Brides, Modern Bride, Elegant Bride – and 16 local bridal magazines, Brides.com offers information on every aspect of wedding planning. Part of Condé Nast Digital, the Internet unit of Condé Nast, the site is visited by more than 1.5 million unique users every month.

About MyRegistry.com

Launched in 2005, Myregistry.com is dedicated to streamlining the gift-giving process by providing its members the ability to add items to their registry from any store in the world (online or brick-and-mortar) onto one technologically advanced, feature rich and user friendly platform. MyRegistry.com is the premier service for online gift registries for weddings, baby showers, birthdays, holidays and any other gift giving occasions.

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201-363-0045