



Your wedding planning just got easier.®

Wedalert.com
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FACT SHEET

- WedAlert.com is one of the most popular and fastest growing interactive online wedding planning directories on the Internet, and is highly ranked in top search engines.
- WedAlert.com's mission is to match the local bride and groom with wedding professionals in their geographic area, taking them from the engagement all the way through to the "I do" straight through to the honeymoon.
- WedAlert.com's reception site locator lists thousands of wedding reception sites including banquet halls, hotels, catering halls, mansions, reception halls, country clubs, yachts, lofts, museums, gardens, restaurants, and other private spaces for couples to find the ideal setting for their big day.
- WedAlert.com's multimedia tools allow couples to take a virtual tour and get panoramic views of reception sites, watch streaming video footage from local videographers, browse photo galleries and even "audition" bands and DJs in WedAlert.com's wedding song library, which is the largest of its kind.
- WedAlert.com's vendors offer special promotions and discounts, which are exclusive to couples who register for free on WedAlert.com.
- WedAlert.com gives couples the opportunity to share their experiences and to learn about various aspects of planning a wedding with other couples across the nation on WedAlert.com's very own blog.
- WedAlert.com.com was founded in 1995 by David Ciccolella along with co-founders Kristin Ciccolella and Stephen Tiger.
- WedAlert.com gets about 30 million hits per month, well over 1 million page views per month and up to 400,000 unique visitors per month.
- WedAlert.com has a nationwide directory of local wedding professionals.
- WedAlert.com's corporate headquarters are in Hackensack, NJ.
- WedAlert.com has over 30 employees nationwide and rapidly growing.

Media Contact

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EXECUTIVE BIOS

DAVID CICCOLELLA

Founder, President & CEO

As the overseer of WedAlert.com's day-to-day operations, David began his professional career as a restaurant manager, eventually becoming an executive chef. After 13 years of being in the food services and catering industry, with its demanding and unpredictable work hours, he decided to branch out and get in on the Internet boom of the mid-1990s. In 1993, David became director of sales at 9 Net Avenue, a web hosting company and, just two years later, he started and founded WedAlert.com in his basement. David's passion for music (WedAlert.com has the largest wedding song library on the Internet), photography and videography, coupled with his extensive knowledge of catering and a savvy sales and management background, were the perfect fit for an Internet-based wedding business. He used his creativity, innovation and penchant for technology and multimedia to establish WedAlert.com as a free, online wedding planning directory, as a result of having had a stressful time planning his own wedding and in order to make things easier for the bride and groom, saving them time and money.

KRISTIN CICCOLELLA

Co-founder and VP of Business Development & Marketing

As the overseer of WedAlert.com's business development, strategic relationships and marketing initiatives, Kristin has 15 years of leadership in advertising, marketing and business development. Prior to co-founding WedAlert.com, she was Director of Marketing at IDT, a facilities-based global telecommunications company, where she negotiated international agreements, rolled out global marketing and advertising campaigns as well as created and implemented affiliate marketing programs.

STEPHEN TIGER

Co-founder, VP of Online Marketing and Editor in Chief

As the overseer of content on WedAlert.com and its online marketing efforts, Stephen joined WedAlert.com at its inception and has been instrumental in establishing the company's Search Engine Optimization strategy, which has significantly increased traffic to the site. Along with David, whom he met in college in 1984, they created and approved the content that can be found on the website today. Throughout his education, Stephen worked in the wedding forum for some of the top caterers in the New York Metropolitan area, eventually deciding to attend law school and become an attorney. He earned a B.S. from Hofstra University and a J.D. from Touro Law School.

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