

# BRIDES.COM PARTNERS WITH MOGULUS FOR LIVE STREAMING VIDEO OF VALENTINE'S DAY WEDDING EXTRAVAGANZA AT THE EMPIRE STATE BUILDING

FIRST TIME ANNUAL FEBRUARY 14TH EVENT WILL BE SEEN LIVE ONLINE



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New York, NY January XX, 2008 - Condé Nast's premier bridal destination Brides.com (<http://www.brides.com>) has joined forces with Mogulus, a leading online video streaming company, to provide a live streaming feed of their Valentine's Day wedding extravaganza.

Brides.com will use the Mogulus Pro service which provides a turn key yet simple solution for large scale live streaming - including the video player which will be embedded on the site and all the infrastructure to produce a live, multi-camera, high quality broadcast to all the viewers around the world.

Available on February 14th at [www.brides.com/esb](http://www.brides.com/esb), this marks the first time that users will be able to watch the annual all-day marathon of couples exchanging vows at the top of the Empire State Building. Friends, family and romantics will all be able to log on and watch Brides.com's sweepstakes-winning 14 couples say "I do" from the convenience of their own computer screens.

"Mogulus is a top player in the streaming space and we are delighted that they will be helping us make this year's Brides.com Valentine's Day wedding marathon more special -- and accessible -- than ever," said Michelle Preli, editor in chief of Brides.com.

## ABOUT BRIDES.COM

Brides.com is a premier bridal destination site, with more than 1.5 million unique users every month and 30 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.

## ABOUT MOGULUS

Mogulus is the most powerful live broadcast platform on the Internet.

Producers can use the Mogulus browser-based Studio application to create LIVE, scheduled and on-demand Internet television to broadcast anywhere on the Web through a single player widget. The service comes in two flavors: Free (ad-supported) and Pro (white-label, no-ads, pay for usage). Unique features include the ability to mix multiple live cameras, imported videos clips, and overlay graphics. With Mogulus, producers can broadcast live from a mobile phone; use a customizable flash player with integrated chat; and develop a branded channel page on Mogulus.com that incorporates interactive chat. Mogulus is powering more than 200,000 live 24/7 channels; the service was launched in November 2007 and include Gannett Co. as minority investor.

