



FOR IMMEDIATE RELEASE:

Wedding Wishes Magazine Launches Online Digital Magazine Edition using the iDigital Edition Digital Publishing Solution

New digital magazine publishing solution provides magazine publishers an elegant online digital magazine edition and profitable method of leveraging their print magazine publication brand online.

TEMECULA, California – February 13, 2006 – The Wedding Wishes magazine is now available as an online digital magazine (<http://www.WeddingWishes.com>) edition using the iDigital Edition (<http://www.iDigitalEdition.com>) digital publishing format. The digital issue includes flash advertisement enhancements and over 100 enhanced advertiser links to the magazine's advertisers. The new digital magazine publishing service provides magazine publishers a high quality online solution for digital circulation and publication brand growth.

The digital publishing service provides magazine publishers the ability to leverage their brand online without in-house staffing, technical experience, or publishing software. Magazine publishers submit their print-ready PDF files and current publication issue worksheet for complete conversion to the online digital edition format.

As no reader software is required by guests or subscribers to view the online editions, publishers can utilize their existing or preferred method of notification for delivery of new issue announcements. This allows publishers to use the magazine digital editions as a marketing and subscription promotion tool while continuing to deliver additional value to their magazine advertisers. Issue tracking reports provide magazine publishers statistics for current and archived digital issues.

The Wedding Wishes magazine and Weddingwishes.com planner & directory website brands are well known for providing the best wedding planning resources within the Dallas-Fort Worth area. The addition of the Wedding Wishes Digital Edition allows brides to immediately visit the vendors and bridal related websites directly from the online magazine edition.

About WeddingWishes.com

Since 1988, Wedding Wishes® has served the Dallas-Fort Worth area. The monthly wedding magazine is available in over 1500 locations. Their website is <http://www.weddingwishes.com>.

About iDigital Edition

iDigital Edition (<http://www.iDigitalEdition.com>) provides full service digital magazine web publishing solutions to publishers in the United States and Internationally. iDigital Edition is the leader in producing affordable, turnkey, high quality online publications for magazine publishers that want to leverage their brands and magazine marketing online. The innovative digital magazine service was started in 2005 and is an operating division of Infoswell.

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