

For Details, Contact:
Great Wedding Network
Marc Fuller
Phone 719-337-4708
Email marc@greatweddingnetwork.com
<http://www.greatweddingnetwork.com>



For Immediate Release

Web 2.0 Comes to Wedding Planning

GreatWeddingNetwork.com announces the successful beta launch of its new atlas based wedding planning website.

Colorado Springs, CO. November 15, 2006: GreatWeddingNetwork.com, the first and only atlas based wedding planning resource is poised to fundamentally change the way brides find the goods and services they need to plan their wedding.

Described by others' as "the great fusion of wedding planning and the Web 2.0 movement" it was designed by seasoned wedding professionals with a build team headed by a Department of Defense internet data base and geographical information system programming expert to be a true mash-up of the newest tools the web has to offer. Based on the wildly popular Google Maps interface, the web site offers a highly interactive, mapped and searchable national database of wedding professionals, geographically selectable to as local an area as a user wants to go.

Regardless of how obscure a wedding professional's location may be, it will pop up any time a visitor zooms into the professional's general area. Wedding professionals can get a simple listing of their services on the resource atlas free of charge and purchase other advertising options ranging from linked websites to national banner ads starting as low as \$25 per month. Included with most advertiser options are location specific targeted marketing leads from brides-to-be who have registered to use the site's other exclusive wedding planning features. During the Great Wedding Network's beta period all levels of advertisement are free of charge.

For the benefit of all users, the site's founder, Marc Fuller says, "the Great Wedding Network's completely new approach was also designed from the "ground-up" to be extremely search engine friendly utilizing the latest search engine optimization techniques".

In addition to the web site's many search engine optimization techniques, its creators are also making full use of some popular traffic building features such as a group blog and open forums. Another feature that will stand out on the Great Wedding Network, as it is completed, is its wedding wiki containing the web's most comprehensive collection of wedding related articles and guides. Brides and grooms as well as wedding professionals are encouraged to contribute to both the forum and wiki. This is a first for wedding professionals as most wedding and bridal resource web sites restrict professionals from forum participation; the one place their advice and extensive knowledge could be most useful.

###