

[BRIDES.COM](http://www.brides.com) AND PRISCILLA OF BOSTON PARTNER TO PROVIDE A BRIDAL WEEK EVENT WITH UNIQUE FRONT-ROW SOCIAL MEDIA ACCESS

Runway Fashion Show Extravaganza To Be Streamed In Real Time By Livestream

Additional Bridal Fashion Week Special Features On Brides.com Range From 'Sketch To Dress' Slideshows To 'Tweet & Tell' Interviews

New York, NY – October 14, 2009 - On October 17 2009, Condé Nast's premier bridal destination Brides.com (www.brides.com) will be presenting a Bridal Fashion Week marquee event, a four-hour live runway show Web stream with simultaneous Twitter and Facebook display featuring the Fall 2010 collection from the Priscilla of Boston design group.

Logging onto <http://www.brides.com/pob> at 6:30pm EST (3:30pm PST) for the pre-show, users will gain exclusive access into the backstage world of this major New York City bridal fashion show, as Brides.com senior editor Anne Chertoff interviews Priscilla of Boston designers, hair and make-up stylists, and models. Then, at 7:00pm EST (4:00pm PST), the fashion spectacular will be streamed live via three cameras to capture the runway, plus the scene backstage, allowing brides-to-be an exclusive preview of the newest gowns from the bridal house's collections: Priscilla of Boston, Melissa Sweet, Platinum for Priscilla of Boston, Vineyard Collection, Reverie by Melissa Sweet and Jewel by Priscilla of Boston.

But Brides.com's coverage of Bridal Week doesn't end—or even begin—with the live stream. Additional special features for brides-to-be will include:

Sneak Peek Dress Sketches: Visitors to

http://www.brides.com/blog/weddedbits/dresses/runway_sneak_peek/ can preview dress sketches from more than 30 wedding dress designers in the lead up to Bridal Fashion Week. In addition, the sketches are accompanied by “Twitter-grams,” in which the designers describe their collection in 140 characters or less. After Bridal Fashion Week, the Sketch to Dress Slideshow will feature the sketches side-by-side with the magnificent creations they've become Behind the Seams: Starting October 12th, the Brides.com homepage will showcase daily guest blogs from Priscilla of Boston designers each day leading up to the show, giving readers an inside look at preparing for the runway.

Tweet & Tell: Throughout bridal fashion week, Brides.com editors will conduct twitter interviews with designers. Readers can also follow the editors through their Twit Pic/Vid Diaries.

Front Row Tweets: Brides.com editors tweet live from the runway

The Designer Twitter Feed: An aggregator page allows users to follow their favorite dress designer's tweets all in one place at <http://www.brides.com/twitter>

And if this wasn't enough to give brides-to-be a virtual front-row seat at Bridal FashionWeek, Brides.com will also feature fashion show video with one-on-one designer interviews, as well as runway dress galleries.

“The annual tradition of Bridal Fashion Week has always been an exciting time for insiders to see the latest designs and trends, so we're thrilled to help our audience of brides-to-be share in the event through their own computer screens,” said Michelle Preli, editor in chief of Brides.com. “In particular, we are delighted to once again exclusively partner with Priscilla of Boston for their runway show's live stream.”

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.

About Priscilla of Boston

Priscilla of Boston is a multi-branded bridal company with a focus on major premium global brands, including Platinum for Priscilla of Boston, Melissa Sweet, Vineyard Collection, Reverie by Melissa Sweet and Jewel by Priscilla of Boston. Priscilla of Boston was founded over 60 years ago by bridal designer Priscilla Kidder, and offers luxury collections, combining quality craftsmanship and flattering silhouettes. Priscilla of Boston is sold in 15 company-owned locations and fine specialty boutiques worldwide. Please visit www.priscillaofboston.com for more information.

About Livestream

With more than 250,000 signed-up producers and 300,000 channels launched, Livestream is the most powerful live broadcast platform on the Internet. Producers can use the Livestream browser-based Studio application to create live, scheduled and on-demand Internet television to broadcast anywhere on the web through a single player widget. Unique features include the ability to mix multiple live cameras, imported videos clips, and overlay graphics. With Livestream, producers can broadcast live from a mobile phone; use a customizable flash player with integrated chat; and develop a branded channel page on Livestream.com that incorporates interactive chat.