

**Ever After Introduces Premier Wedding Assurance™ Guarantee  
Validating Excellence and Integrity of its Perfect Wedding Venues**

*Wedding Company's \$100,000 Money-Back Guarantee Gives Engaged Couples  
Peace of Mind and a Safety Net*

**Paradise, NV—[March 20, 2013]**—Ever After, an innovator in matching engaged couples to their perfect wedding venues, today introduced Wedding Assurance™ Guarantee\*, the wedding industry's leading definitive venue guarantee. Wedding Assurance Guarantee joins Ever After's suite of complimentary services designed to simplify and improve the overwhelming wedding planning process. A premier offering within the \$70 billion wedding business in the U.S., Ever After's \$100,000 money-back Wedding Assurance Guarantee enables couples to have complete confidence in the Bride-Certified™ Wedding Venues they book in Las Vegas, Southern California, Houston and Dallas.

Established to validate the excellence and integrity of its venue partners, Wedding Assurance Guarantee is the proud result of Ever After's rigorous vendor pre-screening process. Membership in its exclusive Bride-Certified program requires venues to undergo extensive reference and background checks, with stellar recommendations from couples and industry professionals. By doing the legwork to validate each property's wedding events reputation, Ever After can confidently match couples to highly recommended and trusted establishments. The added benefit of Wedding Assurance Guarantee gives brides and grooms unparalleled peace of mind that should they encounter a problem with their venue, Ever After will work with its venue partners to make it right at no cost to the couple.

"Over one-third of wedding insurance claims fall under vendor mishap—that is a terrifying industry statistic that our Wedding Assurance Guarantee safeguards against," said Amy O. Fitzgerald, Vice President of Marketing for Ever After. "We have heard countless examples of venues going out of business, leaving devastated couples scrambling to find a suitable replacement, without reimbursement of their deposits in the amount of tens of thousands of dollars. Our Wedding Assurance Guarantee affirms that our Bride-Certified Wedding Venues are reputable professionals who are highly recommended, reliable and guaranteed."

Ever After's Wedding Assurance Guarantee reimburses couples up to \$100,000 due to insolvency, bankruptcy, or cancellation caused by destruction. Should these unforeseen issues arise, the couple's personal Wedding Venue Specialist will notify them immediately and attempt to resolve the matter directly with the venue. In the event the issue cannot be resolved, Ever After will seek suitable replacement facilities with another Bride-Certified Wedding Venue and recompense the couple for expenses already paid.

For more information regarding Ever After's premier Wedding Assurance Guarantee, exclusive portfolio of Bride-Certified venues, or wedding venue searches and appointments, please contact 1-855-222-1498 or visit [www.everafter.com](http://www.everafter.com).

\*See complete terms and conditions at [www.everafter.com](http://www.everafter.com).

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## **About Ever After**

Ever After is a wedding company that offers engaged couples free planning resources to easily find and book their dream venues for wedding ceremonies, receptions and related wedding events in Las Vegas, Southern California, Houston and Dallas. Couples simply use the web-based Perfect Match™ search and comparison tool to identify a select list of venues that match their wedding criteria. Then the Company's expert team of Wedding Venue Specialists works closely with the couple to understand their vision and schedule appointments to find the perfect location.

With an exclusive database of Bride-Certified wedding venues that have undergone extensive reference and background checks, Ever After endorses only highly recommended establishments that are reputable, reliable and trustworthy. Ever After is proud to offer Wedding Assurance™ Guarantee, validating the excellence and integrity of its Bride-Certified Wedding Vendors to impart peace of mind to its couples. Having personally visited each Bride-Certified property, the Wedding Venue Specialists apply their first-hand knowledge to narrow down the list of potential venues and help couples find the location that matches their vision, personality and budget. Once a couple finds their perfect wedding venue through Ever After, the Company is paid a referral fee by the venue. Similar to a real estate agency, Ever After helps couples find the best wedding venues, navigate contracts, and ensures that they get the fairest price.

Ever After also provides brides and grooms interested in a destination wedding or tropical honeymoon with its expertise and personalized knowledge of popular destination wedding and honeymoon venues worldwide, from the Caribbean and the South Pacific to Mexico and Fiji.