



PRESS RELEASE

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THE WEDDING TV CHANNEL AND SKIMBIT PARTNER TO DELIVER FIRST SOCIAL DECISION-MAKING PLATFORM

Pioneering technology unveiled on popular website makes it easy to plan a wedding with the help of friends and family!

The Wedding TV Channel and **Skimbit** have announced a strategic partnership, providing users of Wedding TV's website access to a revolutionary new social decision-making service to ease the pain of planning all aspects of their wedding.

Skimbit, which was founded and created by **Alicia Navarro**, is a new social decision-making platform that helps people make complex or group decisions, such as organising accommodation for a holiday or researching the best plasma TV's, easier than ever.

Wedding TV launched the Skimbit service on their website as **Decision Manager** on the 15th of November, 2007. The service is available at <http://decisions.weddingtv.com>

Free to users, everyone will now have access to this one of a kind decision-making tool to help plan every aspect of their wedding – from choosing a honeymoon destination with their fiancé to picking shoes with their bridesmaids.

Wedding TV's **Claire Thrift** said: "Anybody who has been married knows how stressful and time-consuming planning a wedding is and how difficult making choices about venue, dress and even drinks can be. Decision Manager is an invaluable tool for any bride-to-be, making it much easier for them to research every element of their big day and get input from their partner, family and friends".

Skimbit founder and CEO **Alicia Navarro** said: "The launch of Wedding TV's Decision Manager represents the first of its kind in the world: integrating a pioneering social decision-making service into an established website, in a way that extends its brand, drives traffic to the site and differentiates Wedding TV in a highly competitive category."

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Notes for Editors

About The Wedding TV Channel

Need some love in your life? Wedding TV is the world's first channel devoted to love, relationships, celebrity – and weddings. This unique women's lifestyle channel is winning the hearts of an upmarket, young female audience.

Launched in Dec 2006, the channel broadcasts 24/7 on Sky channels 277 and 278 in the UK and Ireland.

Wedding TV also broadcasts in Poland, Russia and Turkey and is available online at Joost and Jalipo.

About Skimbit

Skimbit was founded in mid 2006 by Alicia Navarro who started the company after becoming frustrated at trying to organise group holidays with friends over email. Alicia has created a service aimed at making busy people's lives simpler.

Skimbit doesn't try to change the way you normally search for things online, but once you do find things you like, Skimbit helps you skim the best bits from that site, so you can manage and act upon your findings easily and quickly.

Skimbit has two main product lines: Skimbit.com which is the free to the public service recently launched internationally, and Skim-in-a-box which is the white-labelled plug-in version of the Skimbit.com service, available for licensing by portals and other organisations.

Skimbit began in Australia mid-2006, and now has operations globally. Skimbit Ltd is currently owned and managed wholly by Alicia Navarro.