

HSMAI Ties Exclusive Partnership With The Knot Wedding Network

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The Hospitality Sales and Marketing Association International (HSMAI) and The Knot Wedding Network have partnered to offer HSMAI members a 10 percent discount on advertising pricing solutions with the top two bridal media brands, TheKnot.com and WeddingChannel.com.

The Knot Wedding Network, a division of The Knot Inc. (NASDAQ: KNOT), includes the Internet's most-trafficked wedding websites and communities, TheKnot.com and WeddingChannel.com. The two websites reach 80 percent of brides planning a wedding in the United States and hold the number one position for average monthly unique visitors and average monthly page views.

The partnership will offer a 10 percent discount on both print and online advertising solutions to HSMAI members. Marketing programs on The Knot Wedding Network range from locally targeted print, banners, vendor referral program, and lead list to national exposure in The Knot magazine, The Knot TV (a 24/7 online streaming video channel), customized promotions, and more. Other highlights of the partnership include an upcoming webinar with The Knot Wedding Network and HSMAI, including survey results from the proprietary honeymoon travel survey by The Knot.

'We're excited to offer this new marketing opportunity to our members. For anyone targeting the romance, honeymoon, or destination wedding market, this is the online bridal community to be included in,' said Robert A. Gilbert, CHME, CHA, president, and CEO of HSMAI.

'We're thrilled about this partnership with HSMAI. The Knot Wedding Network reaches an unparalleled audience of to-be-weds and modern, young families and represents an incredible booking and lead source for HSMAI members,' said Shri Lildharrie, travel director, national accounts, of The Knot Inc.

Members of HSMAI can visit www.theknot.com/hsmai to find more details regarding this exclusive partnership that includes an easy-to-use inquiry form.

About HSMAI

HSMAI is an organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry and bringing together customers and members at annual events, including HSMAI's Affordable Meetings. Founded in 1927, HSMAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. For more information on HSMAI, contact the Hospitality Sales & Marketing Association International, 1760 Old Meadow Road, Suite 500, McLean, VA, 22102, (703) 506-3280, fax (703) 506-3266, or visit the website at www.hsm.ai.org.

About The Knot Inc.

The Knot Inc. (NASDAQ: KNOT, www.theknot.com) is a leading lifestage media company. The Company's flagship brand, The Knot, is the nation's leading wedding resource, reaching well over one million engaged couples each year through the #1 wedding website TheKnot.com, The Knot national and regional magazines, The Knot books (published by Random House and Chronicle), and several television series bearing The Knot name (on Style Network, Oxygen, and Comcast). The Nest focuses on the newlywed-to-pregnancy lifestage with the popular lifestyle website TheNest.com, a home decor book series with Clarkson Potter, The Nest magazine, and baby offshoot TheNestBaby.com and The Bump. Also under The Knot Inc. umbrella are e-commerce and service sites for weddings (WeddingChannel.com, ShopforWeddings.com, WedORama.com, GiftRegistryLocator.com), party planning site PartySpot.com, teen-oriented PromSpot.com, online personals site GreatBoyfriends.com, and local baby services and community site Lilaguide.com. The Knot Inc. is based in New York and has several other offices across the country.

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