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News Release

FOR IMMEDIATE RELEASE

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BEFORE SAYING "I DO," WALK DOWN SAN JOSE McENERY CONVENTION CENTER AISLES

"Before I Do" Bridal Show to be Held August 27-28

SAN JOSE, CALIF. – August 4, 2005 – Future brides or those interested in the latest in wedding fare will learn from expert nuptial planners, explore the newest wedding trends, see that perfect gown, and more at the "Before I Do" Bridal Event Tradeshow and Extravaganza held at the San José McEnergy Convention Center, August 27 and 28.

The event, produced by Before I Do Bridal Productions and sponsored in part by the San José Convention & Cultural Facilities managed by Team San José, will bring together vendors, wedding experts and other industry professionals, allowing brides-to-be the chance to shop, compare, and make on-the-spot buying decisions, all while enjoying workshops, fashion shows, and the camaraderie of fellow wedding patrons – as well as the chance to win cash prizes and gifts, including:

- Honeymoon giveaways from Just Honeymoons
- Matching His-and-Hers Art Carved diamond wedding rings from Choice Jewelers
- Lighting Packages from North American Theater Technology Group
- Spa Packages from Sona Medspa
- Every bride who attends receives a photo from Dawson Studios

Attendees also have the chance to learn valuable information on planning their dream wedding and making the most of their lives after the honeymoon during a wide variety of workshops scheduled each day at 11 a.m. and 3 p.m. Among the topics are relationships, planning a wedding-day timeline, and making sense of the mortgage process.

The latest in bridal fashion will also be on display each day at noon and 2 p.m. during the Multicultural Fashion Show and Extravaganza. This high-energy show, the centerpiece of the expo, allows attendees to find the perfect dresses, tuxedos, accessories, hairstyle, and more. This high-energy show will showcase many top designers in a trendy setting.

The two-day show will be held each day from 10 a.m. to 5 p.m. General admission tickets are \$10, and may be purchased online at <http://www.before-ido.com>. Attendees who register and purchase tickets prior to August 15 will be a "VIP Bride," saving \$2 on admission, skipping registration lines at the show, and being automatically entered in a grand-prize drawing. For more information on the Before I Do Bridal Event Tradeshow and Extravaganza, call 925.370.1620 or send e-mail to info@before-ido.com.

About Before I Do Bridal Productions

Before I Do Bridal Productions organizes and produces large bridal trade show and fashion extravaganza events. The company provides exhibitors, sponsors and patrons the perfect bridal tradeshow platform, where bridal patrons can make on-the-spot buying decisions while at the same time enhance the image of exhibitors. In late 2005, Before I Do Bridal Productions will produce the first edition of the "Before I Do Interactive Bridal Planning Guide." For more information on Before I Do Bridal Productions, visit <http://www.before-ido.com>T.

About Team San José

Team San José, a public benefit corporation, was founded in December 2003, for the exclusive purpose of ensuring that the City of San José's six convention and cultural facilities are managed more efficiently and responsive to customer needs. The Team San José Board of Directors is composed of local community stakeholders, including hoteliers, organized labor, cultural arts groups and the convention and visitors bureau. These stakeholders share in the sales and marketing of the facilities, and ultimately, the collaboration will enhance customer experience, reduce operating costs and improve the overall economic impact to San José businesses.

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