

December 12, 2009

For immediate release: The Wedding Report and E- Formal News collaborate to create EWedNews.

The wedding Report, www.theweddingreport.com, and E- Formal News, <http://1800mytuxes.wordpress.com> , have combined resources to create a new Business to Business venture called EWedNews. EWedNews will focus on the wedding industry and all related categories, providing candid news, trends and information designed specifically for wedding business owners.

The principals of the venture, Shane McMurray and Paul Pannone, share common visions and goals. After collaborating with each other for over three years, both feel its time the wedding industry could use a slightly edgier approach and a hard look at the data and information that until now, has been sugar coated. The Wedding Industry Business to Business Source, EWedNews, will launch February 2010.

Shane McMurray is CEO & Founder of The Wedding Report, Inc. founded in 2004. He has helped thousands of businesses around the world obtain a better understanding of the US wedding market. His research has been mentioned in the Wall Street Journal, New York Times, Forbes, SmartMoney, and hundreds of other publications, magazines, books, and news articles. He has provided direct wedding industry insight to eHarmony, Martha Stewart, Conde Nast, Blue Nile, Swarovski, WEtv, Perfect Wedding Guide, along with many other companies. He holds a Bachelor of Science in Information Technology Web Management and a Master of Business Administration E-Business. In addition to his 8 years of wedding industry experience, he has 17 years experience in sales, marketing and business management plus 14 years experience in the design and development of Business Intelligence software. McMurray will continue in his role with The Wedding Report while expanding its scope through EWedNews.

Paul Pannone, owner of 1800mytuxes, has been involved in all aspects of wedding planning, retail, advertising and marketing for over 25 years. He brings over ten years of writing experience, covering major news stories focused primarily on the men's apparel and tuxedo rental industry, as an expert. Pannone has been involved in numerous television projects including ABC's popular Live! With Regis and Kelly show. Pannone's talents have recently expanded to Social Networking circles and will continue to build his persona, delivering the news and product specific information involving formal wear through E- Formal News and now in expanded categories via EWedNews.

For more information contact:
Shane McMurray at (520) 399-8580 shane@theweddingreport.com or
Paul Pannone (516) 312-0090 Paul@1800mytuxes.com