

FOR IMMEDIATE RELEASE

THE KNOT AND NORTH NEW JERSEY WEDDING PROFESSIONALS GO GREEN

- Leading Wedding Resource Hosts Eco-Chic Affair to Highlight Growing Trend -

NEW YORK, NY (August 12, 2008)— The Knot Inc. (NASDAQ: KNOT) creators of the #1 wedding website TheKnot.com, partnered with North New Jersey-based wedding professionals for their annual wedding industry party and created a chic, green evening designed with less eco-impact in mind.

Hosted by The Knot, this event invited local wedding professionals to be the guests, share ideas, and network with their peers while highlighting one of the industry's largest growing trends in weddings: going green.

Always ahead of the trends, The Knot editorial team is continuously uncovering more eco-friendly ways of infusing style with substance when it comes to planning a wedding. At this unique event, The Knot invited a select group of North New Jersey-based wedding professionals to contribute their best green ideas.

This year, The Knot enlisted local wedding planner, The Finishing Touch Wedding & Event Planning, to plan this eco-inspired evening and a talented team of local wedding professionals to produce their own green ideas at this fabulous, eco-chic event:

- PLANNING – The Finishing Touch Wedding & Event Planning www.thefinishingtouchevents.com
- VENUE/CATERING/GIVEAWAYS – The Olde Mill Inn www.oldemillinn.com
- FLORAL DECOR – Santos Florist www.santosflorist.net
- LOUNGE FURNITURE/LINENS – Jersey Street Furniture Rental www.jerseystreetfurniture.com
- ENTERTAINMENT – Craig Scott Entertainment www.craigscott.com
- CAKE/GIVEAWAYS – Pink Cake Box www.pinkcakebox.com
- PHOTOGRAPHY – Magique Studios www.magiquestudios.com
- LIGHTING – Dynamite Fx www.dynamitefx.com
- PHOTO BOOTH – Party Booths www.partybooths.com
- GOURMET COFFEE/ESPRESSO BAR - Cupa Cabana www.cuppacabana.net
- BAR MIXERS/GIVEAWAYS – Stirrings www.stirrings.com
- GIVEAWAYS – Vandana Jewelry www.vandanajewelry.com
- GIVEAWAYS - Bazura Bags www.bazuarabags.com
- GIVEAWAYS – Botanical Paper Works www.botanicalpaperworks.com
- GIVEAWAYS – Demeter's Pantry/Taste of Crete www.demeterspantry.com
- GIVEAWAYS – Spare Change Jewelry www.sparechangejewelry.com
- GIVEAWAYS - Swingbox www.swingbox.com
- GIVEAWAYS – Endangered Species Chocolate www.chocolatebar.com
- GIVEAWAYS - Karma Organic Spa www.karmaorganicspa.com
- FLORAL/LEFTOVER RESCUE – The Special E www.thespeciale.com
- SCENT MACHINE - Scentevents www.scentevents.com

This talented team produced a sophisticated Rain Forest themed industry networking party, which showcased green ideas. The event was held on Thursday, July 17 at The Olde Mill Inn. The Olde Mill Inn is a member of the Green Hotels Association and is dedicated to providing their guests reduced allergen friendly accommodations for a healthier pollution free night sleep. They also create meals, whenever possible, using certified organic fruits and vegetables, purified water and natural grass fed meats that are free from chemicals and pesticides.

The room was decorated with live plants such as palm trees, ferns, and ficus trees and up lit in varying shades of green with LED lights which use less energy than traditional canister lighting. Custom lounge furniture was

used to create a relaxed yet elegant feel while stimulating networking. Since the custom lounge furniture is refurbished and reupholstered for each unique event, instead of building all new furniture, this is another way to go green at an event.

Guests were treated to tropical inspired cuisine and signature drinks, which included a Pomegranate Acai Berry martini made with all natural Stirrings Pomegranate cocktail mix and Acai Berry juice which originates from the Amazon Rain Forest. Dessert featured a chocolate fountain, gourmet coffee/espresso bar, and a Rain Forest themed cake complete with bamboo, leopard print, orchids, and butterflies. Guests also enjoyed posing for fun pictures in the photo booth and listening to the smooth sounds of the Latin trio.

Green giveaways included reusable tote gift bags filled with organic chocolates, all natural cocktail mixers, and plantable seeded paper favors. Other green giveaways included necklaces with an eco-friendly messages, a purse made of 100% recycled juice boxes, and gift certificates to an organic spa and a stay in an allergen-free room at the Olde Mill Inn.

In order to minimize the event's carbon footprint, representatives of The Special E were present. The Special E is a unique "green" service that rescues leftovers from events and then recycles them in ways that help our planet and people in need. The Special E rescued the leftover food and floral arrangements from the event.

A few photos of the event are attached. In addition to the ideas shared at this event, brides can search for hundreds of green wedding ideas on TheKnot.com.

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ABOUT THE KNOT

About The Knot The Knot is the nation's leading wedding resource, reaching over a million engaged couples each year through the #1 wedding website TheKnot.com, The Knot national and local wedding magazines, The Knot book series, and television programming bearing The Knot name. The Knot is the flagship brand of The Knot, Inc. (NASDAQ: KNOT), a leading lifestage media company targeting couples planning their weddings and future lives together.