

PRESS RELEASE

PURE PLATINUM PARTY NAMED WINNER IN THE KNOT BEST OF WEDDINGS 2017

Eleventh Annual Best of Weddings Awards Honor the Top Wedding Vendors Across America

MAHWAH, NJ/ January 4, 2017—PURE PLATINUM PARTY is pleased to announce that they have been selected as a 2017 winner in The Knot Best of Weddings, an award representing the highest-rated wedding professionals as reviewed by real couples, their families and wedding guests on The Knot, the #1 wedding resource. This is the 7th year Pure Platinum Party has been selected for The Knot Best of Weddings.

In 2017, only 2% of the 250,000 local wedding professionals listed on TheKnot.com have received this distinguished accolade. In its eleventh annual year, The Knot continues its longstanding tradition of supporting local wedding vendors with The Knot Best of Weddings 2017, an annual by-couples, for-couples guide to the top wedding professionals across the country. To determine the winners, The Knot assessed almost one million reviews from real couples across the various vendor categories—venues, musicians, florists, photographers, caterers and more. These winners represent the best of the best for wedding planning professionals that a bride or groom would want to consider order to inspire, plan and pull off their own unique wedding.

“To have been selected as a Knot’s Best of Weddings Winner in both New York and New Jersey for the 7th year in a row and having been inducted into the Knots most prestigious Hall of Fame is a huge testament to our firm’s commitment to providing clients with exceptional service on their wedding day. From the wedding coordinators in our showroom to our multi talented staff of professional DJ’s, Live Musicians, Photographers, Videographers, Floral Designers and Photo Booth Attendants, we all share the same commitment to providing our couples with a wedding to build a dream on. We would like to thank all of our couples who have given us the privilege of being a part of their wedding day” James Anthony, CEO, Pure Platinum Party.

The Knot has helped inspire and plan more than 25 million weddings. With a rich history of providing quality content and inspiration to couples, The Knot is making it easier for couples to connect with just the right wedding professional to create a wedding that is unique to them. Eight out of 10 couples come to The Knot where they can be connected to any of 250,000 local wedding professionals across the country. The Knot marries great technology with trusted content--and a little love--to make planning for the most important day of a person's life easier and more enjoyable.

About Pure Platinum Party

Pure Platinum Party is proud to be celebrating our 25th year of successfully servicing clients most memorable moments. Being exclusive to weddings allows us to have a laser like focus on adding as much value to our brides wedding day as possible. We are proud to offer award winning wedding DJ, bands, live musicians, photography, videography, lighting, flowers, catering and photo booth services. Our clients love the convenience of booking all of these services under one roof. With three convenient office locations throughout the NY/NJ area we are confident that we can give you a once in a lifetime experience for your magical day! Tell us what your dreams are, because we are in the business of making them come true. We love what we do and it shows!

About The Knot

The Knot is the nation’s leading wedding resource with a marketplace that seamlessly engages, matches and connects couples with the right local vendors, products and services they need to plan and pull off their wedding. The trusted brand reaches nearly every bride in the US through the #1 wedding website TheKnot.com, its mobile apps, The Knot national and local wedding magazines and The Knot book series. The Knot has inspired approximately 25 million couples to plan a wedding that is uniquely them. The Knot is the flagship brand of XO Group Inc. (NYSE: XOXO), the premier consumer internet and media company dedicated to helping people navigate and enjoy life's biggest moments - from getting married, to moving in together and having a baby. Please visit The Knot online at TheKnot.com and follow on social media: Facebook.com/TheKnot and @TheKnot on Twitter, Pinterest and Instagram.

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