

FOR IMMEDIATE RELEASE

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**HAWTHORNE HOTEL RECEIVED AWARD
2nd Year WeddingWire Bride's Choice Awards Recipient!**

Salem Massachusetts, January 27, 2011 - WeddingWire, the nation's leading wedding technology company, is thrilled to announce *Hawthorne Hotel* has been selected to receive the prestigious annual **WeddingWire Bride's Choice Awards™ 2011!**

Recognition for the Bride's Choice Awards™ 2011 is determined by recent reviews and extensive surveys from over 750,000 WeddingWire newlyweds. Our past clients are among those that shared their experiences on WeddingWire, the largest wedding review site in the nation.

The Hawthorne Hotel stands among the top five percent of wedding professionals in the WeddingWire community, representing quality and service excellence within the wedding industry. Awards were given to the top wedding professionals across 20 service categories, from wedding venues to wedding photographers, and were based on the overall professional achievements throughout the past year.

"WeddingWire is honored to celebrate the success of the top-rated wedding professionals within the WeddingWire community," said Timothy Chi, WeddingWire's Chief Executive Officer. "With the annual Bride's Choice Awards™ program, WeddingWire has the unique opportunity to recognize the best wedding professionals across the US and Canada. We applaud *The Hawthorne Hotel* for their professionalism and dedication to enhancing the wedding planning experience last year."

We are happy to announce that *Hawthorne Hotel* is among the very best within the WeddingWire Network, which includes leading wedding planning sites: WeddingWire, Martha Stewart Weddings, Project Wedding and Weddingbee. We would like to thank our past clients for nominating us to receive the Bride's Choice Awards™ 2011.

For more information on the Bride's Choice Awards™ 2011, please visit www.WeddingWire.com.

The Hawthorne Hotel was built by the residents of Salem in 1925. Over one thousand people in the area purchased stock in order to create a "modern" hotel. Now, designated a "Historic Hotel of America," the Hawthorne provides every amenity a "modern" traveler could desire and continues to welcome thousands of visitors every year. The hotel is 15 miles north of Boston and easily accessible from many major routes.

Historic Hotels of America is a program of the National Trust for Historic Preservation. Historic Hotels has identified 191 hotels that have faithfully maintained their historic integrity, architecture and ambiance. To be selected for this prestigious program, a hotel must be at least 50 years old, listed in or eligible for the National Register of Historic Places or recognized as having historic significance.

WeddingWire.com, the nation's leading technology company serving the \$70 billion wedding industry, is the only online wedding planning resource designed to empower both engaged couples and wedding professionals. For engaged couples, WeddingWire offers the ability to search, compare and book over 200,000 local wedding vendors, from wedding venues to wedding photographers to wedding cakes. WeddingWire also offers an online community and a suite of cutting-edge planning tools for weddings, including wedding websites and wedding checklists, all at no charge. For wedding professionals, WeddingWire provides free online management tools creating the only market opportunity that gives local businesses control over their clients, reviews, leads and performance. Businesses that join the WeddingWire Network appear on WeddingWire.com and other leading sites, including MarthaStewartWeddings.com (NYSE: MSO), ProjectWedding.com and Weddingbee.com (both part of eHarmony), and Celebrations.com (part of the 1-800-Flowers family of brands, NASDAQ: FLWS).

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