

my complete event

Plan Any Event. Anytime

It's Your Anniversary, the Fourth of July, and the Corporate Holiday Party in March!

Boston- March 3, 2008 – “Here comes the Bride”...wait a second! Start over.... “Here comes the **next generation** in event planning websites!” Welcome to **My Complete Event** (www.mycompleteevent.com).

My Complete Event is user-friendly, purpose driven, and unique. An evolutionary design that effectively and efficiently interacts/interfaces with all Internet users in need of planning nearly any **Wedding-Event-Meeting-Party**. Designed, programmed, and thoroughly tested to provide users and clients alike, a vastly improved online experience devoid of both the *expected* and *ordinary*. “Our objective was simple. Build a fundamentally different website, and place the emphasis upon details” stated Jennifer Haber, Marketing Director for **My Complete Event**. “Considering the overwhelmingly enthusiastic response from initial users, our success with early adopter clients, and the fact that we have yet to aggressively engage our promotional strategy, it appears that we succeeded in achieving our objective” added Haber.

My Complete Event was developed over the course of 19 months, included intensive focus group research in three separate cities, and was visually designed by several branding and marketing experts from Corporations including; Nike, Microsoft, IMG, The William Morris Agency and Sony North America. “Our simple objective was not a simple process. What appeared to be an easy change was often a very intricate programming issue” stated Haber “Thankfully we have a really creative and Development Team that tested every facet of MCE robustly”

My Complete Event provides several enhanced features amongst the directory/listing Internet marketplace segment, which is presently within the top ten sectors for online growth. Innovative features such as the **My Complete Event Planner** and *Calendar* application, free to all users, clearly separates **My Complete Event** from all other event planning and wedding websites. Furthermore the enhanced user experience design of the **My Complete Event** website is predicated upon “the three-click-rule” as stated by Haber, “We want users to be bombarded with useful information they need and want, not a bunch of distracting flash advertisements, blogs, links, forums and promotions”.

My Complete Event is initially targeting four markets including two primary cities of Boston and Charlotte, and two focus regions of Cape Cod and the Islands and Charleston South Carolina. An additional five cities are slated to be announced in April of 2008. The Company presently has offices in Lexington Massachusetts, Charlotte North Carolina, and Santa Monica California. **My Complete Event** is a Division of The-Complete Concierge LLC, a Boston Massachusetts Based holding Company.

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