



## **The Knot and WeddingWire Announce New Combined Company—The Knot Worldwide—the Global Leader in the Wedding Industry**

*With 40+ Years Experience Helping More Than 40 Million Couples Plan Their Weddings, The Knot Worldwide Serves Engaged Couples in 15 Countries Across the Globe Through The Knot, WeddingWire, Bodas and More*

**NEW YORK--(BUSINESS WIRE)--**The Knot and WeddingWire today announce The Knot Worldwide as its new company name, following the merger of XO Group Inc. and WeddingWire, Inc. in December 2018. With the mission of helping all couples around the world plan every aspect of their unique weddings, The Knot Worldwide is positioned to innovate and accelerate growth in the global wedding industry through The Knot, WeddingWire, Bodas, and its family of preeminent wedding and lifestyle brands. Led by CEO Tim Chi, The Knot Worldwide will deliver leading wedding marketplaces, wedding websites, planning tools, registry services and more to over 20 million monthly unique visitors in 15 countries across the globe.

"Today marks an exciting day in history for our company and the global wedding industry," said Tim Chi, Chief Executive Officer, The Knot Worldwide. "The Knot launched over 20 years ago as the first digital wedding planning resource, and now the beloved, trusted brand has expanded to form the largest global wedding company worldwide. Our expansive reach, years of expertise and diversified features allow us to truly redefine and accelerate innovation in the worldwide wedding industry. We're thrilled to support millions of couples with an all-in-one planning experience as they create their weddings their way, plus the millions of guests attending these celebrations and the local wedding professionals that bring each wedding to life."

Through its global wedding planning brands, The Knot Worldwide has more than 40 years of experience combined and has helped more than 40 million couples plan their weddings. The company will serve over 20 million unique visitors across the globe through The Knot, WeddingWire, Bodas, The Bump, Lasting, GigMasters and other family brands. Engaged couples worldwide will benefit from extensive content, inspiration, registry services, planning tools and access to over 700,000 local vendors with 7 million global reviews. Wedding professionals, retailers and national brands will benefit from enhanced advertising and marketing reach to the expansive global wedding audience, as well as industry-leading tools and analytics to help grow their businesses.

The Knot Worldwide is led by CEO Tim Chi with a seasoned executive team, including:

Mike Beach, Chief Financial Officer

Dhanusha Sivajee, Chief Marketing Officer

Zohar Yardeni, Chief Product Officer

Sonny Ganguly, President, Growth & International

Lee Wang, Chief Operating Officer

Jeff Yeh, Chief Technology Officer

Andy Olek, General Counsel

Mary Ransom, Executive Vice President, Registry

Emily Markmann, Executive Vice President, People

Jessica Finnefrock, Executive Vice President, Global Operations

Andy Ivanovich, Executive Vice President, Strategy & Finance

Nina Perez, Chief Executive Officer, Bodas

Gregorio Martinez, Chief Technology Officer, Bodas

Francesc Baldrich, President and Founder, Bodas

#### About The Knot Worldwide

With over four decades of expertise in the wedding industry, The Knot Worldwide is the largest global wedding planning company. The Knot Worldwide helps couples plan every aspect of their weddings, from finding inspiration and local wedding professionals to creating and managing all guest experiences, wedding registries and more through The Knot, WeddingWire, Bodas.net, WeddingWire.in, WeddingWire.co.uk, WeddingWire.ca, Matrimonio.com, Mariages.net and other brands. Having inspired and empowered more than 40 million couples to plan a wedding that's uniquely them, The Knot Worldwide provides leading wedding marketplaces, personalized wedding websites, planning tools and registry services with its brands in 15 countries across North America, Europe, Latin America and Asia.

The Knot Worldwide also includes lifestyle brands The Bump for pregnancy and parenting, GigMasters for bringing important celebrations to life with entertainment vendors, Lasting for building healthy and happy marriages, How They Asked for proposal inspiration and stories and more. The company has US offices in New York, New York; Washington, DC; Norwalk, Connecticut; Austin, Texas; and Omaha, Nebraska; and international offices in Barcelona, Spain; Galway, Ireland; Guangzhou, China; and Gurgaon, India.

#### Contacts

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