



Zee TV USA Throws its Tiara into the Bridal Ring

Leading South Asian Cable Channel Announces Signature Sponsorship of 2010 International Wedding Festival

(DALLAS, Texas) – November 28, 2009 – Zee TV USA, the number one television network in the South Asian entertainment space, today announces its sponsorship of several California bridal events in 2010. By throwing its tiara into the bridal ring, Zee TV USA has committed its full support of the International Wedding Festival, a unique celebration that caters to women all around the world. Many brides across different communities whether it is South Asian, Hispanic or American look up to the Indian Culture, traditions, jewelry and dresses. Zee has provided all this and much more to this wide range of audiences for many years both in terms of viewing experience and various ground initiatives that brings the nuances of the Indian culture as close to their door steps as possible. This partnership is another attempt to integrate all the distinct cultures living in the US under one roof.

“The International Wedding Festival is a bridal show that encompasses fashion designs, wedding providers, and entertainment from around the world. The concept of the IWF began with one fundamental idea, ‘a place where all things wedding are celebrated and honored’,” states Kimberly Vaughan, Executive Producer, at California Bridal Events. The announcement of Zee TV’s sponsorship is exceptional news, as it ensures a well represented presence for the South Asian community. We could not be more pleased with the response we’ve had thus far and look forward to a truly exciting season.”

“We are proud to be a part of this year’s International Wedding Festival and look forward to working with California Bridal Events to take part in these inaugural years’ festivities,” said Vibha Chopra, Head of Marketing of Zee TV USA. “Zee TV USA consistently partners with organizations that share the same vision of bringing cultures together by catering to their wide range of needs. The International Wedding Festival, specifically, brings the various nuances of bridal experiences as close as possible to the community. ZEE’s relationship with California Bridal Events represents an absolutely perfect marriage.”

The following are confirmed California event dates and locations that Zee TV USA is sponsoring:

San Jose, January 17, 2010, at Dolce Hayes Mansion.
San Francisco, January 31, 2010, at Westin St. Francis
Fresno, February 21, 2010, at Chukchansi Gold Resort & Casino
Modesto, February 28, 2010, at Modesto Centre Plaza
San Mateo, March 7, 2010, at Hiller Aviation Museum
San Diego, March 28, 2010, at San Diego Convention Center

California is a key component to Zee TV USA’s expansion and commercial success. Earlier in the year, Zee TV USA launched on cable platforms in several key markets including Time-Warner, San Diego and Comcast Northern California. In partnership with California Bridal Events, Zee TV USA will be showcased on all marketing and promotional materials including print, radio, television, and websites, and will have a physical booth presence at upcoming shows.

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For more information about Zee TV USA or to view the latest programming content, please visit: www.zeetvusa.com.

About Zee TV USA, Inc.

Zee – the name that has become synonymous with entertainment – has been a dominant player in broadcasting content for more than 17 years in the national and international space. As an Indian channel, Zee is committed to supporting the values and cultures that appeal to South Asians across the globe. With many firsts already associated with its name, Zee has also become a pioneer in the international space, refurbishing its flagship channel to reach out to the South Asian Diaspora worldwide.

International operations began in July 1998 for USA. And since then there has been no looking back. The team built Zee into a strong household name in the Americas, currently reaching out to more than 2 million viewers, and it has been an undisputed leader in the market for 10 years.

Not only did the channel grow and create a strong foothold in the market, it has also been responsible for evolving to the needs of the market for content across genres and languages. Consequently the team launched channels that cater to a noticeably wide audience spectrum. Channels like Zee Cinema (Bollywood movie channel), Alpha Punjabi (Punjabi general entertainment channel), and Zee Sports (sports channel) were launched in the US market.

After successfully launching these channels, Zee TV USA has ventured into producing content locally to reach deeper into the South Asian Diaspora, while making them feel closer to their roots. Sa Re Ga Ma Pa (SRGMP) came into being 12 years ago and Indian television history has no other program parallel to this. Last year (2008), for the first time ever SRGMP was produced in an international market (USA) and has quickly become one of the highest rated shows on Indian television. Zee's legacy continues with other initiatives like Zee Carnival and many more in the pipeline, which have all contributed to Zee's position as the undisputed leader in South Asian entertainment.

About California Bridal Events

California Bridal Events, a Mariposa, California based wedding & event planning company, produces 20 bridal shows per year. The International Wedding Festival, the most known of their produced events, is making its debut in Southern California in winter, 2010. For more information about California Bridal Events, or the International Wedding Festival visit www.internationalweddingfestival.com and www.sandiegobridalshows.com.

About International Wedding Festival

The International Wedding Festival responds to a changing and evolving wedding industry. An increase in merge and inter-faith weddings have been reflective in unique ceremonies, celebrating multiple cultures and religious values from both the bride and groom, who may descend from two belief systems or cultures and wish to honor both as they become one remarkable couple.

Additionally, Internet technologies allow couples to research marital celebrations across the world, as well as cultural influences in music, fashion, and entertainment, affording the everyday American couple the opportunity to learn techniques and ideas on how to incorporate beautiful elements outside of their own customs that emphasize the couple's philosophies and love for one another. The International Wedding Festival is now a great resource for these couples to find the elements to manifest their unique wedding plans.

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It is with these industry and social trends that the International Wedding Festival was conceived.

The International Wedding Festival is a place where all things “wedding” are displayed, celebrated, and honored. It is a unique experience filled with wonder and enjoyment for the bride, groom and their entourage.

Businesses participating in the International Wedding Festival are placed in the forefront of this eclectic audience; while center stage with their traditional target market, but quite possibly realizing new business as they are introduced to brides and grooms of other ethnicities.

The International Wedding Festival is filled with entertainment and fashion shows that support attendee’s interests. Brides often attend to watch live fashion shows. Whether a white gown, or one filled with vivacious color, brides will find the perfect garment that match their ceremonial meaning and purpose, as the bridal shows are a “fusion” of wedding glamour and fashion.

Culinary artisans are featured at each event to represent flavors of the world. Thematic décor is also well represented through event rentals of the most simple or intricate style. Everything has a unique sense of purpose. Jewelry, DJ, photography, bakeries, florists, officiants, and more will be at the bride’s fingertips to provide their service and wares that will satisfy the shopping needs of event hosts, hostesses and their families.

The International Wedding Festival has reached businesses across the globe that realize the potential of an eclectic wedding planning event. Additionally, our media partners and sponsors enjoy representing themselves to their primary target market, but also benefit by introducing themselves to new potential markets.

www.internationalweddingfestival.com/
www.sandiegobridalshows.com/

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