



Noeewa Launches Wedding Planning App for iPhone

HOUSTON, TX. November 15th, 2011 – Noeewa, the mobile wedding planner platform, launched the initial release of its iPhone app, allowing brides to plan and bring their entire weddings with them at all times on the popular smartphone, for free.

About Noeewa for iPhone

Noeewa's first product is a comprehensive mobile wedding planner app, currently available for Apple's iPhone and iPod devices, that combines a mobile marketplace with planning tools and a social sharing platform.

Noeewa's initial release features:

- A Photo - Save the date tool to share the engagement to popular social networks
- Planning tools such as:
 - o To-do lists a Guest List manager
 - o a graphic Budgeter module
 - o an appointments and payments scheduler
 - o a Honeymoon planner
 - o and a thorough wedding checklist
- Noeewa includes thousands of detailed Wedding Vendors for brides to search and compare from (Photos, reviews, maps, phone, email and others)
- a state of the art Photo-Notes tool, to remember the details that matter
- Rich wedding blogs content through our Media Module (the best from the web)
- and Noeewa's unique Bridetalk module

Noeewa's Bridetalk™ re-focuses the social experience on the brides' true network, by allowing them to create their own social groups, or Bridefriends™, and share the wedding planning process with the bridesmaids, friends and family.

Brides as well as Bridesmaids can download the app and use it as messaging app to share information about the wedding, share errands and, post pictures or comments and much more...

"We are very happy to launch a product that is going to enhance and bring the wedding planning experience for brides to a new level. Brides will have the opportunity to plan their wedding using the set of features Noeewa offers such as the guestlist manager, the budgeter, the to do lists, and additionally, engaged couples will be able to take the social experience to a new level by sharing the happiness with their close ones using our Bridetalk module" said Pepe Trevino, founder and CEO of Noeewa.

With the initial release Noeewa will listen to brides' feedback to improve the product in future releases. In addition, Noeewa has planned more modules and functionalities, as well as additional platforms in the short future.

About Noeewa International Ltd.

Noeewa is the most comprehensive wedding planning app available on the App Store, empowering brides with a full set of tools from sending a save the date to creating guest lists and scheduling appointments with vendors. Noeewa's extensive list of vendors enables brides to search, browse and compare among thousands of wedding vendors across several cities in the United States.

Noeewa re-focuses the social experience, by allowing brides to share their wedding planning experiences, ideas and errands with their bridesmaids, friends and relatives, their true social network, all at no charge.

Noeewa also creates a platform for writers, bloggers and editors to promote their ideas and content through its media module, bringing the best of the wedding web to stylish brides.

For wedding vendors, Noeewa provides a marketplace to advertise and promote their products and businesses through the most dynamic mobile platform.

For additional information and to learn more, please visit <http://www.noeewa.com>

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