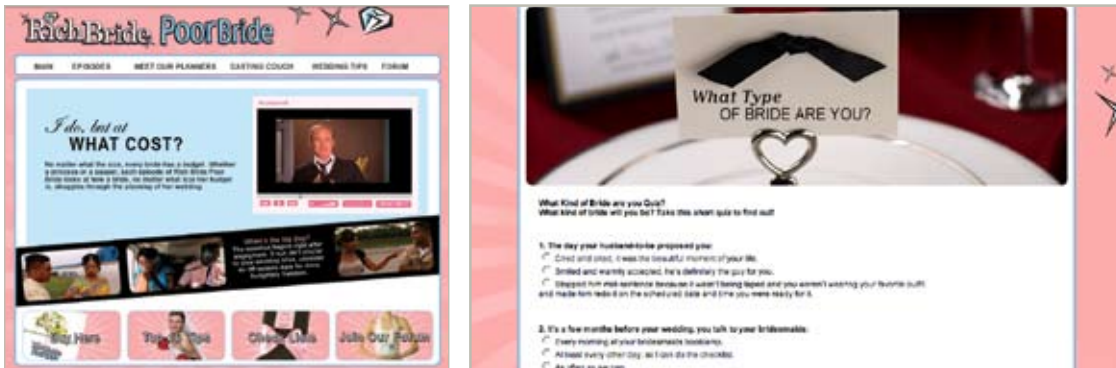


Philter Communications Launches Buck Production's 'Rich Bride Poor Bride' Website

The highly successful reality television show Rich Bride Poor Bride, created by Buck Productions, now has an online presence. Philter Communications was asked to create an online meeting place for the show's many viewers in 72 countries around the world. The site was designed to give viewers and couples who would like to be on the show a place to come together, get advice, tips and share their pre- and post-wedding stories with each other.



"It was a great project to work on" says Scott Reid, Partner at Philter. "Weddings are a US \$100 billion industry, so our goal was to create a site that would appeal to this eager and excited demographic as well as advertisers who want to reach this market." As the site evolves it will give brides-to-be and their friends and families a more personalized experience and more reasons to return throughout the planning of their wedding.

The site was made live on Monday January 26, 2009 in all markets except for Canada.

About Philter

Philter Communications Inc. was founded in 2002 by Janine Flaccavento and Scott Reid. With backgrounds in publishing, advertising, and marketing, the partners started the company as a way of getting closer to clients. After years of enduring traditional agency life, they decided to create a company that is about getting everyone involved in the creative process. Philter is now a team of ten award-winning designers, writers, developers and strategic staff who work collaboratively, sharing experiences, anecdotes and knowledge to make every new project better than the last.

Philter Contact

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