

KM Wedding Events Management Celebrates Entering the 15th Year of Providing Matchmaking Services Through Satellite TV

KM WEDDING EVENTS MANAGEMENT, INC. (OTC: KMWE), a leading one-stop solution provider of match making and wedding services for Indian & Indian-American markets, announced entering the 15th year anniversary of the company's TV show "Kalyanamalai." Kalyanamalai was originally launched on a leading South Indian satellite channel – Sun TV Network as an early reality TV show created to help the bride or groom find the right match. Started as a low-budget TV show in 2000, the show has now successfully entered the 15th years, through Sun TV network reaching 95 million households across India, as well as millions of viewers in 27 countries worldwide. KM Wedding Events Management owns original broadcast rights for the Kalyanamalai TV show in India.

Since the first air-date, the TV show Kalyanamalai helped the company's matchmaking service, which carries the same name, not only increase its brand awareness, but also build a database of over 720,000 Indian matrimony profiles worldwide and successfully matched over 30,000 weddings using additional online, as well as conventional, matchmaking services in 2013 alone.

The following key events highlighted the two-day celebration activities dedicated to the 15th anniversary of the TV show Kalyanamalai that took place on October 3rd and 4th:

- a. Community meet: over 550 clients had a chance to find their potential match
- b. Wedding expo: over 3,500 people attended KMWE's presentation of 30 different wedding services
- c. Panel discussion on "bringing happiness to life" that featured renowned scholars and professionals in the field

Many celebrities, leading businessmen and artists joined the celebration.

Mrs. Meera Nagarajan, CEO of KM Wedding Events Management, Inc. stated, "Our TV show, Kalyanamalai, created a new trend in matchmaking by broadcasting on satellite TV and has been able to reach millions of brides and grooms on the air. We were very glad to see a large number of our loyal customers attending the festivities dedicated to entering the 15th year of our show. The wedding expo attracted a lot of interest and helped us introduce our Athithi Wedding Services, which resulted a significant number of customer inquiries during this Expo, which is very encouraging for the outlook of the business."

“We are happy to cross two important landmarks--entering the 15th year of the TV show Kalyanamalai and successfully matching over 250,000 customers since the launch of the show over 14 years ago,” said Mr. T V Mohan, Chairman. “We are focused on enhancing our success rate of matches by increasing operating efficiencies in order to achieve the 1 million mark of successful matches in the near future.”

About Sun TV Network:

SUN TV is the largest South Indian Satellite Channel with potential reach of more than 95 million households across India. Sun TV Network broadcasts in 27 countries including, but not limited to: U.S.A, Canada, Europe, Singapore, Malaysia, Srilanka, South Africa, Australia and New Zealand, and more.

About KM Wedding Events Management, Inc.:

KM Wedding Events Management, Inc. (“KMWE”, “Company”) is the leading one-stop solution provider of matrimonial and wedding services for Indian & Indian-American markets. KMWE is successfully offering Matchmaking and Wedding Events Management Services to the Company’s target customers in India since 2004. KMWE offers a wide range of wedding services, including, but not limited to: wedding planning, wedding shopping, catering, organizing concept and theme weddings, and much more. KM Wedding Events Management, Inc. operates two brand-name entities: “Kalyanamalai” (Matchmaking services) and “Athithi” (Wedding Events Management Services). In 2012, KM Wedding Events Management, Inc., broadened the Company global market reach by expanding in the USA to offer KMWE’s services to the Indian-American community. For more information about KM Wedding Events Management, Inc., please visit <http://www.kmweddingevents.com>.