



Cakes, Dresses, Flowers And Venues – It's All At North America's Largest South Asian Wedding Show

Kismet – A South Asian Wedding Affair
Sunday, September 25th at 11 a.m. to 7 p.m.
The International Centre, 6900 Airport Road, Mississauga, Ontario

FOR IMMEDIATE RELEASE

TORONTO (August 20, 2005): ***Kismet – A South Asian Wedding Affair*** invites you to North America's largest South Asian wedding show on **Sunday, September 25th, 2005** at **The International Centre**. Following overwhelming success over the past two years, and with over 10,000 in attendance in it's first year, *Kismet* returns for a third year and is **presented by L'Oreal Paris**.

From decorators and photographers to dresses and honeymoons, *Kismet* showcases over 200 exhibitors, including many of the top industry leaders, to meet every bride and groom's desire. As North America's largest South Asian wedding exhibition, the *Kismet* Wedding show's objective is to provide South Asian couples exclusive wedding services and products all in one day, at one location. In addition to a fashion show, *Kismet* offers the *Kismet Bridal Magazine*, complete with wedding guide, latest wedding trends and attire and helpful tips on planning the wedding of your dreams.

"With so many resources out there, it becomes increasingly difficult to know how to choose what's right for you and your pocketbook," says Parag Shah, Marketing Director, *Kismet – A South Asian Wedding Affair*. "*Kismet* is a one-stop shop for South Asian couples. The show provides access to a wide range of wedding services, products and professionals who not only have an understanding of South Asian cultures and customs, but also the expertise to meet a couple's every need and budget."

Exhibitors and attendees can find detailed information on *Kismet* at www.KismetWeddingShow.com. A Free magazine will be received with all paid admissions.

KISMET – A SOUTH ASIAN WEDDING AFFAIR

Established in 2003, *Kismet – A South Asian Wedding Affair* presents its third annual event on Sunday September 25th, 2005, presented by L'Oreal Paris. *Kismet* is the largest and most comprehensive wedding experience for South Asians in North America, comprising of a wedding show, a fashion show and *Kismet Bridal Magazine*. For more information, please visit www.KismetWeddingShow.com.

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