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MyInvites Pty Ltd

Phone: 02 9360 7595, Fax: 02 9360 9751

belinda@myinvites.com.au www.myinvites.com.au

ONLINE PARTY PLANNING MORE POPULAR THAN EVER (Yellow Sunglasses Not Required)

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You don't need to have bad hair, a bad attitude and wear yellow sunglasses to organise a great party online.

Despite media coverage highlighting the dangers of organising public parties online, organising your social life on the web continues to grow in popularity, with thousands of people using online invitation sites like www.myinvites.com.au to invite their nearest and dearest to get together everyday.

Traffic to www.myinvites.com.au has been increasing every day since launch in October last year and the site has generated great interest and loyalty not only from Generation Y whiz kids who expect this type of technology, but also Generation X and Baby Boomers seeking an easy and stylish way to organise their get togethers and manage their RSVP's. **The most requested addition to the site from members to date has been wedding invitation designs, indicating even the most special events are going online.**

Unlike other social networking sites, www.myinvites.com.au focuses on smaller, private events with your family and friends. You specify who gets invited and who is allowed to see your party's details. The site is coded so that only recipients of your invitation are able to view your party's details.

www.myinvites.com.au wouldn't have worked for Corey Delany's latest shebang, but for thousands of others who want to use the web for good rather than evil, it's a handy tool to have.

More information is available via the online Media Room: <http://myinvites.com.au/site/mediaroom.aspx> or by contacting Belinda Cordina on (02) 9360 7595 or belinda@myinvites.com.au