

Whiteflash Selected for Bride's Choice Awards 2011

HOUSTON, Texas, March 24 (SEND2PRESS NEWSWIRE) – Whiteflash® has been selected to win the prestigious Bride's Choice Award 2011 by WeddingWire, the nation's leading wedding technology company. The Bride's Choice Award is awarded annually based on reviews and surveys shared by the over 750,000 newlyweds that rely on WeddingWire for wedding planning resources. Whiteflash was selected because so many past clients shared their experiences with Whiteflash on WeddingWire, the largest wedding review site in the country.

WeddingWire features consumer reviews on every element of wedding planning, from florists to caterers to bridal gown boutiques. Of all of these wedding professionals, Whiteflash.com remains in the top five percent for top quality products and service excellence. The Bride's Choice Awards are awarded annually to the top wedding professionals in twenty categories of wedding planning necessities, from wedding venues to photographers.

"WeddingWire is honored to celebrate the success of the top-rated wedding professionals within the WeddingWire community," said Timothy Chi, WeddingWire's chief executive officer. "With the annual Bride's Choice Awards™ program, WeddingWire has the unique opportunity to recognize the best wedding professionals across the U.S. and Canada. We applaud Whiteflash for their professionalism and dedication to enhancing the wedding planning experience last year."

Whiteflash was selected as one of the top [bridal jewelry](#) experts in the WeddingWire network, which includes top wedding planning sites like Martha Stewart Network, Project Wedding, and WeddingBee.

"We extend our greatest appreciate to our customers who recognize our desire to provide them with a brilliant diamond buying experience," said Debi Wexler, CEO of Whiteflash Inc.

For more information, please visit our WeddingWire Storefront today at <http://www.weddingwire.com/reviews/whiteflash-com-houston/15cd13427789244d.html>.

About Whiteflash:

The award winning Whiteflash.com website enables shoppers the world over to view, compare and purchase top quality [loose diamonds](#), [engagement rings](#) and fine jewelry in a convenient and secure environment. Our expertise in e-commerce reflected in extensive information, imaging and education resulted in Whiteflash being named "Lord of the Online Rings" by the prestigious Kiplinger Magazine. And our talented team gemologists and professionals are always available to answer questions and provide white glove customer care.

For more information, log on to www.whiteflash.com or call 877.612.6770.

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