



A photograph of five children in a room, celebrating with balloons and confetti. The image is overlaid with a semi-transparent blue filter. The children are of various ethnicities and are dressed in casual clothing. They are holding balloons and throwing confetti into the air. The room has light-colored walls and a wooden floor.

Content

Evite Facts

- 0.1 Brand Purpose
- 0.2 Brand Promise
- 0.3 Brand Offering
- 0.4 Tagline
- 0.5 Company
- 0.6 Corporate
- 0.7 Employees
- 0.8 Scale
- 0.9 Audience

Evite Logo

- 1.1 First Mention
- 1.2 Naming Misuse
- 1.3 The Evite Logo

Evite Staff

- 2.1 Senior Staff

Evite Assets

- 3.1 Spokespeople Assets
- 3.2 Invitation Designs
- 3.3 Contact

0.1 Brand Purpose

To bring people together **face-to-face** to celebrate their most important life moments.



Evite® is the world's leading digital platform focused on bringing people together.

With thousands of free and premium customizable designs which can be sent by email or text message, Evite makes celebrating face-to-face easier and more memorable for its 100+ million annual users and their guests. Real-time messaging and RSVP tracking make planning a breeze. Through Evite Donations, which has raised over \$10 million dollars, users can invite guests to support a favorite charity or personal cause without leaving their invitation. Launched in 1998, the company has sent over 2 billion invitations.

Evite is headquartered in Los Angeles and is a subsidiary of GCI Liberty, Inc. (Nasdaq: GLIBA, GLIBP). Visit www.evite.com to start planning, get inspired or download the Evite app.



0.2 Brand Promise

██████████ To make getting together **effortless** and even more **memorable**.

0.3 Primary Offering



**3500+ FREE AND PREMIUM
INVITATION DESIGNS**



**INVITATIONS BY EMAIL
OR TEXT MESSAGE**



**DONATIONS FOR CHARITIES
AND PERSONAL CAUSES**

0.4 Brand Tagline

Life's Better Together®



0.5 Company

Evite was launched in 1998 by Co-Founders Selina Tobaccowala and Al Lieb.

LEADERSHIP

Victor Cho, Chief Executive Officer

HEADQUARTERS

600 Wilshire Boulevard , 4th Floor
Los Angeles, CA 90017

0.6 Corporate

Headquartered in Los Angeles, Evite is a subsidiary of **GCI LIBERTY, INC.** (Nasdaq: GLIBA, GLIBP).

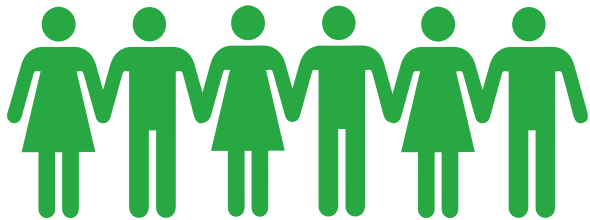
0.7 Employees

Evite has over 114 employees nationwide – Women make up 60% of Evite’s leadership team and 57% of total employees.

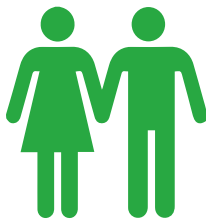
0.8 The world’s leading and most trusted digital event-planning platform



3 Billion+
INVITATIONS SENT IN COMPANY HISTORY
AND COUNTING...



160+MM
ANNUAL USERS



32MM
REGISTERED USERS



\$11MM+
RAISED FOR
NON-PROFIT
ORGANIZATIONS
BY EVITE HOSTS &
GUESTS...AND
COUNTING!



200MM
Invitations Sent
Every Year



20,000
Invitations Sent
Every Hour



50MM
Email
Subscribers



3 BILLION
Unique Face-to-Face
Connections Enabled

0.9 Audience

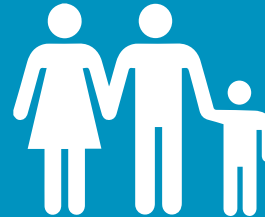
The majority of Evite users are college educated, affluent females with children (Persona 1).



72%
FEMALE



77%
MARRIED/PARTNER



51%
HAVE CHILDREN



77%
College
Educated



65%
Home
Owners



76%
Primary
Shopper



\$135K+
Median
HHI



100%
Party
Animals

TARGET AUDIENCE 1 BLOCK PARTY PLANNER

- Married with kids
- Center of social circle
- Connects via email and text
- EVENT TYPE: Birthday for Kids

TARGET AUDIENCE 2 CONSISTENT CONNECTOR

- Single
- Center of social circle
- Connects via apps and text
- EVENT TYPE: Bridal Shower

The Evite Logo



1.1 First Mention

Whenever mentioned in print, online, signage, or any other communication, “Evite” should have initial caps. Evite is a registered name. The registered trademark should always be used in a first mention, e.g. Evite®.

First Mention Online

The **Evite**® name must always be used with the proper capitalization.

1.2 Naming Misuse

Evite® refers to the company and service.

When referring to an invitation in writing, always address it as “an Evite invitation,” and not “an Evite” or “evites.”



1.3 The Evite Logo

Evite is a registered name. When mentioning “Evite” in writing the registered trademark “®” must be used. The Evite logo, as well as “Life’s Better Together” are also trademarked. The Evite logo should be locked up with the “®” at all times.

When shown on it’s own “Life’s Better Together” should be locked up with the “TM”.

[DOWNLOAD HERE](#)



Evite Logo



Evite Logo with Tagline



Evite Logo with Tagline

LIFE'S BETTER TOGETHER®

Evite Tagline - Horizontal

Evite Staff



2.1 Evite Senior Staff



VICTOR CHO
Chief Executive Officer



PAUL PUCINO
Chief Financial Officer



PERRY EVONIUK
Chief Technology Officer



LAUREN ANTONELLI
Chief of Staff



YUN WOO
Head of Product



DIANE MALLOY
Senior Vice President of
Advertising & Ad Operations



JAY NEUMAN
Vice President of Data Science
& Business Intelligence



KRISTY GHARABALLY
Director of Marketing
& Communications



BEN DALLY
Director of Video
Development & Production

Evite[®] Assets



3.1 Spokespeople Assets

Please use the following images of Victor Cho and Evite spokespeople for press releases and related stories.

[DOWNLOAD HERE](#)



VICTOR CHO
CEO



KRISTY GHARABALLY
Director of Marketing
& Communications



**JULIAN CLARK
AND PIERA PIZZO**
Party Specialists &
Evite IRL Hosts

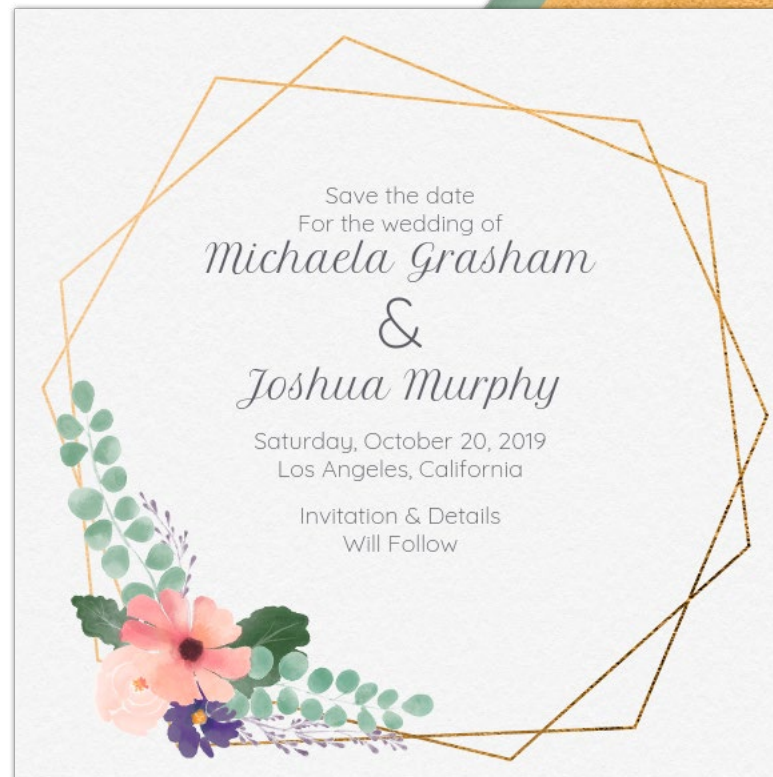


LAUREN ANTONELLI
Chief of Staff

3.2 Invitation Designs

Evite offers a variety of online invitations, both free and premium. From birthdays to baby showers, and cocktail parties to weddings, Evite has your party needs covered.

BROWSE INVITATIONS



3.3 Contact

Press Inquiries

press@evite.com

Cassandra Martinez

Marketing & Communications Manager

cassandra.martinez@evite.com



Life's Better Together®