

TRYING TO PLAN A DREAM WEDDING AND STILL HAVE FUNDS FOR THE EVER AFTER? DAVID'S BRIDAL OFFERS SMART, STYLISH SOLUTIONS IN A LESS THAN FAIRYTALE ECONOMY

Nation's Wedding Authority Provides Affordable Luxury for Savvy Brides

CONSHOHOCKEN, PA, July 7, 2008 – Are you, or someone you know, planning a dream wedding without the fairy tale budget? In today's economic climate, spending plans are shifting, as couples grapple with rising costs that are going well beyond the gas pump. In fact, 2 in 5 brides-to-be (40%) agree that putting money toward a down payment on a house will be their highest priority when making purchases before the wedding. Now more than ever, it's clear that engaged couples are looking for ways to maximize their money, by making smart choices and using resources that ensure the most value. To keep finances in check without sacrificing quality or style, David's Bridal, the nation's bridal and special occasion authority, reveals how brides can get everything they need for a picture-perfect day – from bridal and bridal party dresses and accessories to coordinating gifts and favors – *without* breaking the bank.

Designer Dresses Without the Sky-High Price Tag

As *the* most important fashion decision, shopping for a dream dress that best suits the bride's personality and wallet can be challenging if she doesn't know where to look. David's Bridal offers both a fashionable and affordable solution with its stock of gorgeous, high quality gowns (sizes 0-30W), priced from \$299-\$1200, which are perfect for the 65% of brides-to-be citing expensive bridal gowns as the biggest concern when buying their dress. Designer gowns from Oleg Cassini, Galina and the new Galina Signature Collection – a line of exquisitely crafted and beautifully embellished gowns that exude modern elegance – ensure brides achieve the luxury look without paying designer prices. If a bride is looking to personalize her gown to reflect her unique style, she can choose from a variety of sleeve options for a custom, yet cost-effective look, or embellish her gown with a sash, brooch or wrap. Brides can also take advantage of David's ongoing sales for additional savings and trying on dresses in her actual size will help reduce alterations costs. Another perk for smart shopping? Brides who shop at David's receive a \$1000 savings booklet with their gown purchase for extra rewards in-store and with partners such as Liberty Travel and MW Tux!

Always the Bridesmaid Dress, Never a Closet Staple? Think Again.

When shopping for bridal party attire, choose versatile designs that can be worn well after the big day. Brides can visit the over 280 David's stores nationwide to check out their impressive selection of chic and affordable bridal party styles (\$105-\$180) in today's hottest colors and fabrics, including new jersey offerings and the fashion-forward Dress Up Your Dress Collection in the season's best colors. From the engagement party and bridal shower to the rehearsal dinner and honeymoon, David's offers standout looks for the bride's most special events. Not only will brides and bridesmaids appreciate the versatility of their new LPD ("little party dress"), they will love the fact that they can wear their dresses *beyond* the aisle. In addition, and available exclusively online at davidsbridal.com, is the newly launched Modern Expressions Collection that boasts wear-again dresses that combine contemporary trends with classic silhouettes. With prices ranging from \$100-\$135 in sizes 2-26, these on-trend and figure-flattering styles work perfectly for bridesmaids, as well as all wedding-related events.

Shopping the Wallet-Friendly Web

Looking for other best buys? Brides can save time, money *and* gas by searching for amazing deals online. Innovative websites like davidsbridal.com allow brides-to-be to shop for everything from gowns to gifts, from home or work, for quick delivery. Plus, David's unique online tool, *Dress Your Wedding*, allows brides-to-be to "virtually" plan their dream day by choosing wedding themes, colors, fashions and more from the comfort of their own home. With online bridal dresses starting at \$99, the db Online Collection (sizes 2-26W) offers brides a fabulous assortment of bridal styles, as well as bridesmaid and special occasion wear, that are designed to suit any size, budget and timeline. Once she's decided on *the one* (bridal gown that is!), brides can visit their nearest store for alterations and accessories to complete that stunning look. With more than 4,000 unique wedding-related items and services including exclusive collections, personalized invitations and favors, davidsbridal.com ensures seamless coordination for a truly unforgettable day.

As wedding plans evolve with today's changing socio-economic times, David's Bridal is helping brides-to-be – no matter their budget or personal style – make smart choices. With an unparalleled array of on-trend and affordable offerings, David's Bridal's stores and davidsbridal.com are must-visit resources for the savvy bride, who not only wants a dream wedding, but also a nest egg to begin her happily ever after.

Methodology

An Internet survey was conducted for David's Bridal by Leflein Associates, Inc. from October 19–22, 2007. A total of 504 surveys were completed among a national panel of women (age 18+) who were recently engaged. This study has a margin of error of plus or minus 4% at the 95% confidence level.

With more than 50 years of bridal experience, David's Bridal understands the importance of providing brides-to-be with a vast selection of exquisitely crafted dresses, available at affordable prices. Today, with more than 280 locations nationwide, David's Bridal continues to expand its retail store locations, while maintaining its philosophy of superior quality, value and service. To locate a store nearby, consumers can call 1.877.693.BRIDE or visit www.davidsbridal.com.

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