

DAVID'S BRIDAL FINDS THE PERFECT PROM DATE: CELEBRITY FASHION PHOTOGRAPHER NIGEL BARKER

*"America's Next Top Model" Judge Nigel Barker Reigns as Official Spokesperson
for David's Bridal Prom 2008 and Shoots Second Prom Campaign*

CONSHOHOCKEN, PA, January 14, 2008 – The hotter-than-ever "America's Next Top Model" judge, Nigel Barker, is taking on a new role as spokesperson for David's Bridal Prom 2008. Sharing his fashion expertise, Nigel will help girls achieve a sizzling look for the red carpet event of their high school life. And, for the second year in a row, the incredibly popular celebrity and fashion photographer Nigel Barker has brought David's Bridal's hip prom campaign to life in national magazines and online.

"It's great to be working with the leading prom dress authority once again and showcasing the hottest 2008 prom trends for this once in a lifetime experience," says Nigel. "David's fashionable collection has it all, so prom girls can dress up and get a picture-perfect look. Every girl deserves her chance in the limelight and David's Bridal will make one 'Glamour Girl's' dreams come true with her very own photo shoot."

Glamour Girl Contest: Win the Ultimate Star Treatment with Nigel

With glamorous celebrity fashions topping the list as the ultimate inspiration when shopping for prom dresses, David's Bridal is making girls' red carpet fantasies a reality! David's has launched a national "Glamour Girl" contest, wherein one lucky grand prize winner will get to practice her poses at a celebrity-style photo shoot with Nigel. Now through March 15 at Davidsprom.com, girls can submit a photo and short paragraph, or a video, on why they should be awarded the ultimate star treatment. For 10 weeks, one semifinalist will be announced weekly and will also be the lucky winner of a free prom dress and a \$50 gift certificate to spend on prom accessories. The "prom court" will be narrowed to three finalists after an online vote March 18 – March 31. On April 8, Nigel will crown the "Glamour Girl," who will be awarded an unforgettable trip to New York City for the full celebrity experience. Not only will the winner be pampered by Nigel's "Glam Squad," including in-studio hair and makeup styling, but she will also receive a David's prom dress of her choice for an exclusive photo shoot with Nigel. Ten semifinalists will win a David's prom dress along with a \$50 gift certificate toward those perfect finishing touches.

Visualize Prom Perfection: Innovative Online Technology

David's also just launched a new virtual prom fashion gallery, **Promtourage**, which lets girls bring their prom style to life before the big night. Not only can they "try on" hundreds of prom dresses and fashionable accessories from the Red Carpet Gallery, they can personalize their prom looks, change backgrounds and even invite friends to be part of their Promtourage scene. Visitors can also "virtually" shop for prom dresses (and matching tuxedos), chat with friends on the prom Message Board and email their favorite selections. When their one-of-a-kind prom look is set, girls can simply print out their shopping list and head to the nearest David's Bridal store to get everything they need, from head-to-toe, to be camera-ready for the hottest night of the year! In addition, style savvy girls can visit David's prom website for Nigel's expert tips and check out behind-the-scenes videos from the fashion shoot.

Turn Heads: New 2008 Prom Collection at Davidsprom.com

The new 2008 David's Bridal prom collection is now available to preview online and in stores, and select prom dresses will be sold on their website starting in February. Whether she envisions herself a modern fashionista or elegant princess, David's amazing selection of affordable and luxurious prom dresses, as well as coordinating accessories, suits any personality and style. Each month from now through April, one prom girl will also win her dream dress, simply by registering on the David's Prom website.

Images as well as behind-the-scenes footage from the prom photo shoot are available for media upon request.

With more than 50 years of experience, David's Bridal understands the importance of providing teens and 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 1.877.706.PROM or visit www.davidsprom.com.

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