

DAVID'S BRIDAL LAUNCHES SPANISH LANGUAGE WEB SITE

Bridal Authority Undertakes a Range of Efforts to Serve Hispanic Women

CONSHOHOCKEN, PA JULY 25, 2005 – Underscoring its commitment to providing Latina brides-to-be with fashion-forward dresses at affordable prices, David's Bridal -- the only national bridal retailer -- today announced its new Spanish language web site: www.davidsbridal.com/espanol. The launch of the site is a key component of the company's plan to enhance the bridal and special occasion shopping experience for Hispanic women.

“David's Bridal recognizes that the Hispanic customer represents an important and rapidly growing segment of the bridal market,” said Robert D. Huth, President and CEO of David's Bridal. “These fashion-conscious young women are on the cutting edge of trends and come to us for wedding and bridesmaid dresses, as well as *Quinceañera* gowns. Our new Spanish language site and other marketing efforts are designed to keep these valued customers and their family members informed about our dresses and accessories for all their special occasion needs.”

The new David's Bridal Spanish language web site features:

- Bi-lingual registration where brides can elect to receive information in either Spanish or English, as well as a bi-lingual appointment request form
- Information on styles popular with Latinas for weddings and other special occasions
- *Quinceañera* dresses and accessories
- Store locator by zip code

Future plans include an *Estorias de Boda* (Wedding Stories) section featuring “real brides” who submit photos and memories of their wedding day.

Quinceañera: Celebrating the Transition into Womanhood

The new davidsbridal.com/espanol site features dresses and accessories appropriate for *Quinceañera*, the Hispanic cultural and religious celebration of a 15-year-old girl's transition into womanhood. Festivities surrounding the celebration include food, music, and a dance performed by the *Quinceañera*, who traditionally wears a white or pastel gown. In addition, there is frequently a shoe exchange ritual with the girl's father, where he removes his daughter's flat/low-heeled shoes and replaces them with high-heeled shoes. Many *Quinceañeras* request transparent shoes for this tradition. Her court of *damas* (young women) is dressed similarly to bridesmaids, and *chambelanes* (young men) often wear tuxedos. David's Bridal *Quinceañera* dresses start at \$299 and a wide assortment of high-heeled shoes, including the transparent Nina shoe with a beautiful satin bow, start at approximately \$48.

Bridal and Special Occasion Wear

By expanding its selection with a constant stream of new styles and partnering with renowned fashion designers, such as Oleg Cassini, David's Bridal offers an unparalleled assortment of wedding and special occasion attire to satisfy every style preference. From romantic looks that evoke a timeless elegance to fashion-forward selections showcasing the latest trends, David's Bridal creates bridal gowns and special occasion dresses that embrace superior standards of fabric, quality construction, fit and embellishment.

About David's Bridal:

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 nearly 260 locations nationwide, David's Bridal continues to expand its retail store locations, while maintaining its philosophy of beauty, elegance and quality. To locate a store nearby, consumers can call 1-877-693-BRIDE or visit www.davidsbridal.com.

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