

DAVID'S BRIDAL UNVEILS EXCLUSIVE ONLINE BRIDAL DRESS COLLECTION

Launch Reinforces Industry Leader's Commitment to E-commerce Offerings & Online Functionality to Enhance Customer Experience

CONSHOHOCKEN, PA, October 8, 2007 – According to recent studies, online sales of wedding gowns accounted for 5.5% of sales in 2006, with 6.5% projected for 2007 - a potential increase of nearly 20% in just one year. In response to this growing trend and in an effort to meet the needs and preferences of today's brides-to-be, David's Bridal – the nation's foremost bridal retailer – recently launched the db Online Collection, the company's foray into selling bridal dresses via their website. The impressive collection of fourteen beautiful new bridal styles is sold exclusively at www.davidsbridal.com.

With prices starting at \$99 and most dresses retailing for under \$200, the db Online Collection offers affordable luxury with new trend-driven styles, available in either white or ivory. A dress featuring color accents will be added later this month. The collection offers a multitude of silhouettes ranging from A-line to ball gown to sheath, and all styles are available in missy sizes (2 – 16) and David's Bridal Woman sizes (14W – 26W). Images and video are shown on both missy and plus size models so all brides can easily visualize their wedding day look. An online fit and sizing guide helps customers find the perfect style for their body type and personality.

As part of the company's ongoing effort to add value and improve the bridal shopping experience, David's creative team implemented an innovative idea for capturing the beautiful movement of the db Online Collection dresses. The industry leader is among the first to integrate cutting-edge "motion" technology that enables fashion photographs to seamlessly come to life right on the product pages. Using this unique feature, brides can see how each dress will move and how it will appear from all angles, without the interference of a pop-up or video player. To further enhance the shopping experience and provide a better feel for the intricate dress details, brides are able to zoom into product images to view the embellishments and fabrics. Brides can also "virtually try on" dresses in the db Online Collection using David's proprietary Dress Your Wedding tool.

The introduction of the db Online Collection gives brides-to-be the ability to select from an even greater assortment of high-quality, elegant styles for their big day, from the comfort and convenience of their own home. Each dress is specially constructed with an easy, flattering fit designed to boost confidence in online ordering and ensure the dresses arrive in "ready to wear" condition.

In addition to the launch of the db Online Collection, David's recently added online product ratings and reviews to the entire David's Bridal assortment, using their signature "heart" logo in lieu of "stars." Customers can easily enter their review of products and upload associated photos or videos, allowing all website visitors the ability to share opinions and gain insight from real brides' experiences.

"The launch of db Online Collection and additional online features emphasize David's Bridal's commitment to providing an unparalleled selection of beautiful styles, at affordable prices, to best suit brides' shopping habits," says Robert Huth, President and CEO of David's Bridal. "The David's Bridal name promises superior quality and fashion-forward design, as well as the ultimate in shopping convenience. We're pleased to continue to enhance the customer experience for our brides and are committed to expanding our online offerings in 2008."

Every db Online Collection style is available for immediate delivery and may be returned via mail only (see www.davidsbridal.com for shipping and return details). Online bridal gown customers are entitled to David's Bridal Rewards savings and are encouraged to visit any of the 280+ nationwide David's Bridal stores to complete their wedding day look with alterations, accessories and bridal party attire. For additional convenience, davidsbridal.com also offers coordinating invitations, gifts and favors to further personalize a bride's big day, as well as links to partner websites that offer gift registry, travel, photography and other services.

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 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.

###

Contact:
Maris Callahan/Lauren Suero
LIPPE TAYLOR
212.598.4400 ext. 164/172
mcallahan@lippetaylor.com/lsuero@lippetaylor.com