

COUNTRY'S LEADING WEDDING AUTHORITY AND WEDDING REVIEW WEBSITE ANNOUNCE 2008 WEDDING "STORY OF THE YEAR"

David's Bridal and WedReviews.com Asked Brides and Grooms to "Share Their Special Day"

CONSHOHOCKEN, PA, July 14, 2008 – Whether you got hitched at home or escaped to an exotic paradise far away, most recently married couples enjoy reminiscing about their big day. From gushing about the gown, to reflecting on their first dance as husband and wife, it seems every bride and groom has a memorable wedding story to tell. With 2.2 million marriages occurring each year in the U.S., David's Bridal, the nation's leading wedding authority, and WedReviews.com, an online resource that provides real reviews by real brides, joined forces to ask newly married couples to "Share Their Special Day."

After reviewing hundreds of entries submitted via WedReviews.com, a panel of wedding industry experts recently crowned the winner of the "Share Your Special Day" online contest.

The winning bride, Stephanie Durant of Evanston, IL, told her story of a special day color coordinated from head-to-toe. From her Regency Purple bridesmaids' dresses and shoes to her pretty Purple monogrammed napkins, Stephanie was able to pull together every aspect of her day with accents that matched perfectly. Stephanie gave credit to David's proprietary *Dress Your Wedding* tool, where she was able to create the "virtual" wedding of her dreams by experimenting with themes, colors, fashions, and accessories all from the comfort of home.

"Brides rely on David's Bridal to outfit them, and their wedding party, on the most special day of their lives, and also for wedding planning advice, ceremony and reception items and for referrals to reliable wedding service providers. We developed this contest because it's gratifying to hear how we helped our customers create the wedding of their dreams and wanted to give them an opportunity to share their experience with other brides. We intend to use these these stories as an inspiration to create new products and services for future brides," said Veronica Katz, Vice President, Strategic Partnerships & Business Development for David's Bridal.

Stephanie and her husband Jon met and fell in love during their college years at Northwestern University. Fast-forward 5 years to July 7, 2007 – the date when Stephanie and Jon tied the knot and shared their own "special day" together. As winners of the contest, the newlywed couple will enjoy a second honeymoon package, courtesy of Liberty Travel, and is featured as the "2008 Story of the Year" in the Real Brides section of www.davidsbridal.com.

"It was a terrific concept to ask brides about their wedding experience. I was very impressed at how many great reviews we received during the sweepstakes. Brides really appreciated the excellent service they received at David's Bridal stores," says Alex Lluch, President of WeddingSolutions.com and WedReviews.com.

Regardless of personal style or body type, David's Bridal stores help brides achieve a striking look with the season's must-have, on-trend gowns stocked in sizes 0-26W, and prices ranging from \$299-\$1,200. Brides can also complete their stunning, head-to-toe look with gorgeous, coordinating accessories. Fashion-forward, wear again bridal party and special occasion dresses –available in the hottest hues – guarantee standout style and are available in sizes 2-26, priced from from \$105. In addition, an outstanding selection of stylish bridal, bridesmaid and special occasion dresses are also available exclusively online at www.davidsbridal.com.

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

About WedReviews.com/WeddingSolutions.com

WedReviews.com, a subsidiary of WeddingSolutions.com, is the largest and most celebrated wedding consulting and publishing company in America, and has helped millions of brides and groom plan their perfect wedding by providing the most advanced wedding planning tools and information.

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