

DAVID'S BRIDAL MEDIA FREQUENTLY ASKED QUESTIONS

Q. Who do I call if I would like to shoot in a David's Bridal store?

A. All requests to shoot in-store must go through the David's Bridal PR agency of record, Lippe Taylor, at 212-598-4400 or DBPRinfo@lippetaylor.com. Ask for Charly Rok (x155) or Maris Callahan (x164).

Q. If I have an urgent editorial request after hours or over the weekend, who can I contact?

A. For urgent editorial requests, please contact Charly Rok of Lippe Taylor on her cell phone: 917-912-2863.

Q. How much advance notice is necessary to shoot in-store?

A. Ideally, we would like to receive in-store shoot requests at least three days ahead of time. However, we will certainly review each opportunity and if it is feasible, we will try to facilitate your needs.

Q. Are there any specific requirements to shoot in a David's Bridal store?

A. To shoot in a David's Bridal location you must be from a legitimate news organization. In addition, at least one David's Bridal mention and/or a visual of the brand's logo during the segment is required.

Q. Are there preferred days or times for shooting in-store?

A. Weekends tend to be the busiest, so we request that you shoot in our stores on a weekday whenever possible. In addition, we may request that you shoot before or after business hours, to minimize disruptions to our customers. However, we will do our very best to work with you on shoot logistics.

Q. Once on-site, may I have a David's Bridal representative speak on camera?

A. David's Bridal representatives are available to speak on camera, provided the interviews have been cleared with Lippe Taylor ahead of time. In addition, the representative must be chryoned as a representative of David's Bridal. If you would like to secure an interview, please contact Lippe Taylor at 212-598-4400 or DBPRinfo@lippetaylor.com. Ask for Charly Rok (x155) or Maris Callahan (x164).

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Q. Are local David's Bridal representatives available to speak on camera for in-studio segments?

A. David's Bridal representatives are available for in-studio segments, pending availability. The representative must be chryoned as a representative of David's Bridal.

Q. How do I secure a phone interview with a David's Bridal spokesperson?

A. All David's Bridal interview requests must go through Lippe Taylor at 212-598-4400 or DBPRinfo@lippetaylor.com. Ask for Maris Callahan (x164). In order for us to serve you, please provide the following information:

- Segment Topic (e.g. bridal, bridal party, accessories, special occasion, etc.)
- A few representative questions
- How much time you will need
- Your deadline

Q. How much notice must I provide to secure a phone interview with a David's Bridal spokesperson?

A. Ideally, we would like to receive phone interview requests at least three days ahead of time. However, we will do our best to facilitate phone interview requests on a shorter deadline, pending spokespeople availability.

Q. Who do I call to borrow product for an editorial shoot?

A. All product requests should be directed to Lippe Taylor at 212-598-4400 or DBPRinfo@lippetaylor.com. Ask for Maris Callahan (x164).

Q. How much notice must I provide to secure product for an editorial shoot?

A. Ideally, we would like to receive requests at least three days in advance. If your publication is located in the New York metropolitan area and we have the product in stock, it is possible to receive product the same day via messenger. If necessary, we can accommodate overnight requests.

Q. Can I borrow product directly from my local David's Bridal store?

A. Whether you want to borrow product directly from a store or through the corporate office, the request must go through Lippe Taylor. We will review each request and provide all available product loan options.

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Q. Do you have editorial photography that I can use in my publication? If so, who do I contact to secure images?

A. We have an extensive array of stylized photography for editorial use. To secure images, please direct requests to Lippe Taylor at 212-598-4400 or DBPRinfo@lippetaylor.com. Please ask for Maris Callahan (x164).

Q. Does all photography need to be credited? If so, how should it be credited?

A. Yes, all photography must be credited as “courtesy of David’s Bridal.”