

FOR IMMEDIATE RELEASE

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DAVID'S BRIDAL SAYS, "I DO" TO SIOUX CITY, IA

The Fashion-Right Leader and Only Source for Beautiful, Quality & Affordable Bridal Gowns

CONSHOHOCKEN, PA – **October 29, 2007** – David's Bridal, the nation's only national bridal retailer and foremost bridal authority, is proud to announce the opening of its Sioux City, Iowa store, offering an unparalleled selection of exquisitely crafted bridal gowns, bridal party and special occasion dresses and accessories at incomparable value. This opening marks the 281st store for David's Bridal nationwide and the 5th in Iowa.

"The new store opening in Sioux City, Iowa reinforces our commitment to offering quality, affordable fashions to consumers throughout the country," explains Robert Huth, President and CEO of David's Bridal. "With more than 50 years of bridal experience, we understand the importance of a bride's special day, which is why our stores offer the most comprehensive assortment of wedding and special occasion attire to satisfy the style preferences of any bride."

By consistently expanding its wide selection and aligning with renowned fashion designers, such as **Oleg Cassini** - favorite couturier to style icons such as Jackie O and Grace Kelly - David's Bridal offers the most elegant and sophisticated styles inspired by timeless fashion and the latest trends, while embracing the highest standards of fabric, quality construction, fit and embellishment. In addition, David's Bridal carries styles in a variety of sizes so that brides can try on the gown of their preference and see the right fit.

David's Bridal offers **five different bridal gown collections** to meet the needs of all brides, including:

- ***David's Bridal Collection***

Whether a bride seeks a more traditional or contemporary gown, the David's Bridal Collection offers a wide selection of gowns that caters to each bride's style preference.

- ***Oleg Cassini Collection***

The Oleg Cassini collection is an eloquent example of the highest standards in skill and craftsmanship in bridalwear. The collection is characterized by timeless, elegant gowns, fashioned of luxurious fabrics, with intricate hand embellishments of exquisite beading, lace and embroidery. Keeping true to his goal of making women look and feel their most beautiful, the designer's legacy lives on through this exquisite collection available exclusively at David's Bridal.

- ***Monique Luo Collection***

Designed by Monique Luo and available exclusively at David's Bridal, this collection utilizes exotic beading, colored accents, shadows and light to create elegant, unique gowns to complement the feminine figure.

- ***Galina***

Sophisticated and timeless, Galina perfectly expresses the beauty of a bride's natural silhouette with smooth, luxurious fabrics that reach back in time to blend glamour with contemporary flair. The result is captivatingly classic and truly stunning.

- ***David's Bridal Woman***

Always the first to fulfill a bride's wish, David's Bridal created its Woman Collection following extensive research into the plus-size bride's preference, size and needs.

Aside from bridal gowns, David's Bridal offers a wide selection of **bridal party** and **special occasion dresses and accessories**, as well as **gifts** and **bridal services**:

- ***Bridal Party Collection***

David's Bridal is the bridal destination for the entire wedding party with endless options for bridesmaids, mother-of-the-bride or groom, junior bridesmaids and flower girls in a variety of fashion-right colors and styles. Creating the perfect party is effortless at David's Bridal with such a vast selection of beautiful, high quality, affordable dresses.

- ***Special Occasion Collection***

Whether sweet or flirty, youthful or sophisticated, David's Bridal offers an extensive range of special occasion dresses for girls and women in a wide array of lengths, colors and styles.

- ***Accessories Collection***

From lingerie to shoes and shawls, David's Bridal offers all the finishing touches to complete every bride's look, as well as accoutrements for any special occasion. The collection also includes a number of gifts, suitable for the bridal party and wedding guests.

- ***Bridal Gifts*** – To add personality to the details and provide mementos to help savor the special day, garters, ring bearer pillows, guest books, wedding music CD's, hankies, a lucky sixpence for the bride's satin shoe and much more are available at David's Bridal.

- ***Heirloom Services*** – To ensure the memories live on and to preserve the gown for future generations, David's Bridal offers heirloom services following the big day.

The new David's Bridal store is located at:

Lake Port Commons
5001 Sergeant Road, Suite 330
Sioux City, IA 51106

With our unique, classic and trend-driven bridal gowns, David's Bridal is an essential shopping destination for every bride looking to find the gown of her dreams. The David's Bridal Sioux City, Iowa store is open from Monday through Friday from 11:00 a.m. – 9:00 p.m.; on Saturdays from 10:00 a.m. to 6:00 p.m.; and on Sundays from 12:00 p.m. – 6:00 p.m.

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.

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