

RECORD-SETTING NUMBER OF BRIDES GETTING HITCHED ON 7-07-07

Industry Leader David's Bridal To Dress Nearly 20,000 Brides on Century's Luckiest Wedding Date

CONSHOHOCKEN, PA, June 11, 2007 – Seven has always been considered a lucky number with great superstitious and religious significance. There are Seven Wonders of the World, seven continents, seven seas and 7-7-7 signifies a Las Vegas Jackpot. So, the approach of July 7, 2007, which falls on a Saturday, is understandably generating a great deal of excitement worldwide. The new Seven Wonders of the World will be announced in Portugal on this date and Live Earth Concerts will be held on seven continents to promote action against global warming. *Desperate Housewife* Eva Longoria and Tony Parker of the San Antonio Spurs are planning to tie the knot in Paris on this special day. And, they're not alone. With the lucky connotation of the date, 7-07-07 is shaping up to be the most popular wedding day of the century.

David's Bridal, the only national bridal retailer with more than 275 stores, estimates that there will be approximately 65,000 couples in the US who will marry on 7-07-07. The industry leader alone will dress nearly 20,000 brides, with that number likely increasing as the date nears. "Seven has always been perceived as a lucky number, so it's not surprising that many people are choosing to get married on this auspicious date," said Cindi Freeburn, Vice President of Public Relations for David's Bridal. "Couples are looking for a good luck charm to make their wedding special and this truly is a once-in-a-lifetime occasion. David's Bridal is thrilled to be a part of so many people's 'lucky' day."

If you're thinking of getting hitched on the luckiest date of the century, but haven't finalized the details, David's Bridal offers a few helpful tips:

- **Roll the Dice** – If you're planning a wedding on 7-07-07, roll the dice and do something a little more creative! It's a fun date, so why not celebrate your nuptials in Las Vegas so that your guests can try their luck at the slots or hold an impromptu gathering at the place where you and your fiancé met? If you're finding that all traditional venues are booked – which is likely the case – hold a festive gathering at a park, beach or the home of a friend/relative. After all, once you've found your "lucky penny" all you really need is your loved ones around you to celebrate your good fortune.
- **Dress to the Nines (um – Sevens?)** - If the Eureka moment to tie the knot on 7-07-07 just hit you, but you're worried about finding a dress in time, have no fear! David's Bridal carries a large assortment of beautiful and affordable gowns in every size that can be tried on and taken home that day, so there *is* still time. To get some ideas of styles you might like, log onto www.davidsbridal.com, where you can even virtually try on gowns on the *Dress Your Wedding* feature.
- **Share the Luck** – To keep the theme going, try incorporating the number seven or other lucky symbols throughout your wedding. Consider having seven bridesmaids and seven groomsmen, or serving "seven" shaped cookies, or a more subtle gesture, such as incorporating clusters of seven candles together for atmosphere. You might even give your guests a "Lucky 7" scratch off card, just to let them know you feel fortunate to have them in your life.

So who knows? Marrying your love on 7-07-07 may just do the trick to guarantee happiness 24-7, seven days a week, for the rest of your life. At minimum, it will ensure that your spouse will never forget your anniversary!

If you are interested in speaking with a David's Bridal representative, or featuring a local bride getting married on 7-07-07 in your area, please contact Maris Callahan or Jamie Grayson at 212-598-4400 x164/114 or mcallahan/jgrayson@lippetaylor.com respectively.

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 275 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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