

**DAVID'S BRIDAL UNVEILS EXCLUSIVE
ONLINE DRESS COLLECTIONS**
*Launch Reinforces Industry Leader's Commitment to E-Commerce
Offerings & Online Functionality to Enhance Customer Experience*

CONSHOHOCKEN, PA - January 3, 2008 -- According to recent studies, online sales of wedding gowns accounted for 5.5% of total sales in 2006, with 6.8% projected for 2007 — an increase of nearly 24% in just one year. The estimates for online sales of bridesmaid dresses are even higher. In response to this consumer-driven trend, David's Bridal — the nation's leading bridal retailer — recently introduced several new dress collections available to purchase via their website. The db Online Collections include beautiful new styles for brides, bridesmaids, and special occasions, and are sold exclusively at www.davidsbridal.com.

With bridal dress prices starting at \$99, and most retailing under \$200, the db Online Gown Collection offers affordable luxury through new trend-driven styles. The wedding dresses are available in either White or Ivory, with select styles that feature optional color accents. The bridal gown 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). Photos and video show the wedding dresses 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.

The introduction of the db Online Gown Collection gives brides 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 wedding dress is specially constructed in an easy, flattering fit designed to boost confidence in online ordering and ensure the dresses arrive in “ready to wear” condition.

David's Bridal recently expanded their online dress assortment with the introduction of the db Online Party Dress Collection and db Online Bridal Party Collection. The party dress collection features a variety of trend-driven styles and colors, designed to make an entrance at any event. It also includes several LBD (Little Black Dress) styles that are perfect for a special night on the town. The bridal party collection features Oleg Cassini Bridesmaid dresses in a gorgeous selection of wear-again colors and styles. Both collections include looks for wedding related events such as engagement parties or rehearsal dinners, however the purpose behind the new designs is to offer versatile, unique looks that customers will enjoy beyond the wedding.

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. Website visitors can also “virtually try on” gowns in the db Online Gown Collection using David's proprietary Dress Your Wedding tool.

In addition to the introduction of the db Online Collections, 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 db Online Collections and additional online features emphasize David's Bridal's commitment to providing an unparalleled selection of beautiful styles, at affordable prices, to best suit today's

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 throughout 2008,” Mr. Huth added.

The styles in the db Online Collections are available for immediate delivery and expedited shipping is also offered. 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 wedding invitations, gifts and favors that allow the bride to personalize every aspect of her big day, as well as links to partner websites that offer gift registry, travel, photography and other services.

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.

#