

DAVID'S BRIDAL AND GEORGE STREET PHOTO & VIDEO ENGAGEMENT SHOOT
INSTA-GIVEAWAY
OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES TO WIN. THIS SWEEPSTAKES IS VOID WHERE PROHIBITED BY LAW.

SPONSOR. This David's Bridal and George Street Photo & Video Engagement Shoot Insta-Giveaway ("Sweepstakes") is sponsored by David's Bridal, Inc., 1001 Washington Street, Conshohocken, Pennsylvania, 19428 ("Sponsor"). The Sweepstakes is in no way sponsored, endorsed or administered by, or in association with, Instagram.

SWEEPSTAKES PERIOD. The Sweepstakes begins at 10 am Eastern Time ("ET"), August 30, 2020 and ends at 11:59 pm ET September 25, 2020 ("Sweepstakes Period"). All Entries must be submitted and received within the Sweepstakes Period to be valid and eligible for the drawing.

ELIGIBILITY. Entry in the Sweepstakes is open to persons age 18 and older residing in one of the 50 states or the District of Columbia or Puerto Rico, who: (i) are legal U.S. residents; and (ii) if a minor, have parental permission to enter the Sweepstakes under the terms set forth in these Rules. Employees of Sponsor, their immediate family members, and persons living in the same household as employees or their immediate family members are not eligible. The term "immediate family member" includes spouses, parents, grandparents, siblings, children and grandchildren.

HOW TO ENTER. Entries can be submitted electronically online by creating an Instagram account, following @davidsbridal and @georgestreetphoto, liking the David's Bridal and George Street Photo & Video Insta-Giveaway post, commenting in the comment section of the @davidsbridal David's Bridal and George Street Photo & Video Insta-Giveaway post, and tagging at least 1 friend. Upon completion of these steps, you will be automatically entered. Limit: One entry per person.

Alternatively, entrants may enter the Sweepstakes during the Sweepstakes Period by sending a self-addressed stamped 3"x 5" postcard with your name, address, phone and e-mail addressed to David's Bridal and George Street Photo & Video Engagement Shoot Insta-Giveaway, Attention: Social Media Team, 1001 Washington Street, Conshohocken, Pennsylvania, 19428. All entries must be received within the Sweepstakes Period to be eligible to win one of the Prizes

PRIZE; ODDS. On or about September 28, 2020, Sponsor will randomly select one (1) winner ("Winner") of one (1) George Street Photo and Video Photo Engagement Photo Shoot Session and one (1) \$200 David's Bridal gift card (collectively, "Prize"). Approximate retail value \$650.

- David's Bridal gift cards are good for in-store purchases only, and cannot be used for internet purchases. Not redeemable for cash, except where required by law. Gift cards have no usage or monthly maintenance fees.
- The Engagement Session consists of one Certified Lead Photographer with 90 minutes of coverage on a weekday at unlimited locations, Free Digital Negatives with all images taken during photo session non-watermarked, High-Resolution JPEG Images, Online Proofing & Ordering.
- The Engagement Session is subject to George Street Photo and Video ("Prize Provider") availability on the requested session date and geographic proximity of the photo session location to a Prize Provider market location (within 45 miles). In the event Prize Provider determines in its sole discretion that it cannot accommodate the Winner's photo session date or location, Prize Provider will substitute another prize of comparable approximate retail value. If the session is canceled or postponed by

Winner, the prize will be forfeited. Prize may not be transferred. Winner is responsible for all taxes on prize and any other expenses not specified relating to the acceptance and use of the prize. Prize is subject to Sponsor's Terms and Conditions for Photography and Videography, which can be found at <https://www.georgestreetphoto.com/privacy-policy>.

The odds that a valid entry will be selected are one (1) out of the total number of valid entries received on a nationwide basis. Exact odds of winning cannot be determined and will depend on the number of valid entries received. Sponsor reserves the right to substitute prizes of equal or greater value. All taxes and other expenses related to any Prize are the sole responsibility of the Winner.

NOTIFICATION OF WINNER. Winner will be randomly selected on or about September __, 2020 and notified within seven (7) business days after the date she is selected as the Winner. In the event that any prize notification is undeliverable, Sponsor is unable to contact a prospective winner, or response to a prize notification is not received within seven (7) days of its issuance, the prize may be forfeited and a new winner will be randomly selected from eligible entries. Each Winner agrees as a condition of prize receipt to submit such documentation as Sponsor may require from Winner (and, if a minor, from the Winner's parent or guardian) to confirm eligibility, agreement to these Rules and, except where prohibited, a publicity and liability release within five (5) days of receipt of such documentation, or a new winner will be randomly selected. Winner is responsible for payment of all taxes that may result from receipt of a Sweepstakes prize package.

TERMS AND CONDITIONS. Participation in the Sweepstakes constitutes Entrant's full and unconditional agreement to and acceptance of these Rules. The decisions of Sponsor regarding the selection of winners and all other aspects of the Sweepstakes shall be final and binding in all respects. Sponsor is not responsible for unauthorized human intervention, or for failure to receive entries due to transmission failures or technical failures of any kind, whether such failure originated with Entrant or Sponsor, including without limitation, (i) lost or unavailable network connections, (ii) Web site, Internet or ISP unavailability, (iii) traffic congestion, or (iv) the failure of any hardware or software. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Rules or in other materials relating to the Sweepstakes. Sponsor reserves the right in its sole discretion to disqualify any Entrant it finds to be tampering with the operation of the Sweepstakes or to be acting in violation of these Rules. Entrants agree that Sponsor, prize providers, their affiliates, parents, subsidiaries, agents or contractors and their employees, officers and directors shall not be liable for injury, loss or damage of any kind resulting from participating in this Sweepstakes. Winning is contingent upon fulfilling all requirements of these Rules and Sponsor's decisions as to the administration of the Sweepstakes and prize awards are final. Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend the Sweepstakes should fraud, technical failures, or any other factor beyond the reasonable control of Sponsor impair the integrity of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award prizes based on a random drawing from the eligible Sweepstakes Entries received up to the time of impairment. If due to a printing, production or other error, more prizes are claimed than are intended to be awarded for any prize level, the intended prizes will be awarded in a random drawing from among all verified and validated entries received. In no event shall more than the stated number of prizes be awarded.

Any disputes relating to this Sweepstakes or any prizes awarded in connection with these Sweepstakes shall be resolved individually without any resort to any form of class action, and any and all claims, judgments and awards shall be limited to actual out of pocket costs incurred, including costs associated with entering this Sweepstakes. Under no circumstances shall any participant be permitted to obtain awards for other damages or have damages multiplied or otherwise increased. SOME JURISDICTIONS MAY PROHIBIT OR LIMIT EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE FOREGOING LIMITATION MAY NOT APPLY TO YOU. Entrants acknowledge that Sponsor is not responsible or

liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the Prizes. Participants waive the right to assert as a condition of winning any and all costs of redemption or travel to redeem said prize, and any liability, which might arise from redeeming or seeking to redeem said prize. Entrants agree that any disputes involving the Sweepstakes or these Rules shall be resolved in state or federal court in Philadelphia PA, and consent to jurisdiction and venue in Philadelphia, PA.

BY ENTERING THE SWEEPSTAKES, ENTRANT AGREES TO RELEASE AND HOLD HARMLESS SPONSOR, PRIZE PROVIDERS, INSTAGRAM, THEIR PARENT, SUBSIDIARIES AND AFFILIATED COMPANIES, AGENTS OR CONTRACTORS AND THEIR EMPLOYEES, OFFICERS AND DIRECTORS ("RELEASED PARTIES") FROM AND AGAINST ANY AND ALL CLAIMS, CAUSES OF ACTION AND/OR LIABILITY FOR ANY INJURIES, ILLNESS, DEATH, LOSS OR DAMAGE OF ANY KIND ARISING FROM OR IN CONNECTION WITH PARTICIPATION IN AND/OR ENTRY INTO THE SWEEPSTAKES OR RECEIPT OR POSSESSION, USE OR MISUSE OF ANY PRIZE OR ELEMENT THEREOF.

PRIZE WINNERS AND OFFICIAL RULES. A copy of these Rules and the Sweepstakes results may be obtained by sending a self-addressed, stamped envelope (Vermont residents may omit return postage) to:

Attn: Social Media Team
David's Bridal and George Street Photo & Video Engagement Shoot Insta-Giveaway - Rules & Results
David's Bridal, Inc.
1001 Washington Street
Conshohocken, PA 19428

Indicate whether Entrant is requesting the Sweepstakes results or a copy of these Official Rules, or both. All sweepstakes results will be available on or about October 2, 2020.

PUBLICITY/USE OF NAME AND LIKENESS. Entry in the Sweepstakes constitutes Entrant's consent (without limitation (including geographical limitation) or compensation to Entrant) for Sponsor, each Prize Provider, and any third party in Sponsor's sole discretion, to use Entrant's Sweepstakes Entry, for any lawful purpose, including without limitation, Entrant's name, city and state of residence, likeness, photograph, video, and image for advertising, publicity, and promotional purposes in any media, online or offline, without further permission, consent, payment or other consideration, except to the extent prohibited by law.

USE OF DATA. Sponsor will be collecting personal data about participants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at http://www.davidsbridal.com/Content/Legal_privacy ("DBI Privacy Policy"). By participating in the Sweepstakes, Entrants hereby agree to Sponsor's collection and usage of their personal information as set out in the DBI Privacy Policy and in these Official Rules and acknowledge that they have read and accepted the DBI Privacy Policy.