

DAVID'S BRIDAL 70TH ANNIVERSARY HOME FOR THE HOLIDAYS CONTEST
OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES TO WIN.

SPONSOR. This David's Bridal 70th Anniversary Home for the Holidays Contest ("Contest") is sponsored by David's Bridal, LLC, 1001 Washington Street, Conshohocken, Pennsylvania, 19428 ("Sponsor"). The Contest is in no way sponsored, endorsed or administered by, or in association with Instagram.

CONTEST PERIOD. There will be a series of seven separate daily contest periods as set forth below, with the first Contest beginning at 6:00 am Eastern Time ("ET"), November 27, 2020 and the final Contest ending at 11:59 pm ET December 3, 2020 ("Contest Period"). All Entries must be submitted and received within the Contest Period to be valid and eligible for consideration as a Contest entry.

ELIGIBILITY. Entry in the Contest is open to persons age 18 and older residing in one of the 50 states or the District of Columbia, who: (i) are legal U.S. residents; and (ii) if a minor, have parental permission to enter the Contest 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 a public Instagram account, uploading a photo on their Instagram account of themselves and their loved ones, sharing in the caption in 2,200 characters or less how they are celebrating the holiday season at home with their loved ones, mentioning @davidsbridal and using the hashtag #70YearsOfDavids and #DBHomeForTheHolidays. Upon completion of these steps, the individual will be automatically entered.

Entrants may only post photos for which they are the photographer and own all copyrights (or have express permission from the photographer and copyright holder) and for which they have the consent of all persons who appear in such photographs to submit their name and image to Sponsor for entry and use in connection with the Contest. Entrants must provide captions that are the original authorship of Entrant. Photos or captions that contain the trademarks of third parties or content that Sponsor deems inappropriate for the Contest purposes in Sponsor's sole discretion will be disqualified from the Contest. All entries become the property of Sponsor and may be used by Sponsor for any lawful purpose.

There will be seven entry periods.

Contest	Contest Entry Period	Contest Judging Period
One	11/27/20 6:00 am – 11:59 PM EST	12/4/20 – 12/11/20
Two	11/28/20 12:00 AM – 11:59 PM EST	12/4/20 – 12/11/20
Three	11/29/20 12:00 AM – 11:59 PM EST	12/4/20 – 12/11/20
Four	11/30/20 12:00 AM – 11:59 PM EST	12/4/20 – 12/11/20
Five	12/1/20 12:00 AM – 11:59 PM EST	12/4/20 – 12/11/20
Six	12/2/20 12:00 AM – 11:59 PM EST	12/4/20 – 12/11/20
Seven	12/3/20 12:00 AM – 11:59 PM EST	12/4/20 – 12/11/20

PRIZE. For each Contest Entry Period, there will ten (10) selected winners of one (1) \$100 David's Bridal gift card ("Prize"). 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. All taxes and costs associated with acceptance of a Prize are the responsibility of the winning individual.

SELECTION OF WINNER. Winning entries will be selected by a panel of three judges from the David's Bridal marketing team during the designated contest judging period. Winners will be selected based on the following criteria:

- Quality of written expression (40%)
- Inspirational/heartfelt nature of entry (40%)
- Quality and composition of photo uploaded (20%)

Decisions of the judges are final and not subject to review or appeal.

NOTIFICATION OF WINNER. Winning entrants will be notified within seven (7) business days after the date the entry is selected as a winner. In the event that any prize notification is undeliverable, Sponsor is unable to contact a 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 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 request, or a new winner will be chosen by the judges based on the criteria set forth above. Prize recipient is responsible for payment of all taxes that may result from receipt of a Contest prize.

TERMS AND CONDITIONS. Participation in the Contest and acceptance of a Prize 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 Contest 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 Contest. Sponsor reserves the right in its sole discretion to disqualify any Entrant it finds to be tampering with the operation of the Contest or to be acting in violation of these Rules. Entrants agree that Sponsor, its 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 Contest. Winning is contingent upon fulfilling all requirements of these Rules and Sponsor's decisions as to the administration of the Contest and prize awards are final. Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend the Contest should fraud, technical failures, or any other factor beyond the reasonable control of Sponsor impair the integrity of the Contest, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award prizes based on a judging of eligible Contest 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 based on a judging of eligible Contest Entries received. In no event shall more than the stated number of prizes be awarded.

Any disputes relating to this Contest or any prizes awarded in connection with these Contest 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 Contest. Under no circumstances shall any participant be permitted to obtain awards for other damages or have damages multiplied or otherwise increased.

BY ENTERING THE SWEEPSTAKES, ENTRANT AGREES TO RELEASE AND HOLD HARMLESS SPONSOR, INSTAGRAM, PRIZE PROVIDER, 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 CONTEST OR RECEIPT OR POSSESSION, USE OR MISUSE OF ANY PRIZE OR ELEMENT THEREOF. 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 Contest or these Rules shall be resolved in state or federal court in Philadelphia PA, and consent to jurisdiction and venue in Philadelphia, PA.

PRIZE WINNERS AND OFFICIAL RULES. A copy of these Rules and the Contest 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 70th Anniversary Home for the Holidays Contest - Rules & Results
David's Bridal, Inc.
1001 Washington Street
Conshohocken, PA 19428

Indicate whether Entrant is requesting the Contest results or a copy of these Official Rules, or both. All Contest results will be available on or about December 18, 2020.

PUBLICITY/USE OF NAME AND LIKENESS. Entry in the Contest 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 Contest Entry, for any lawful purpose, including without limitation, the Entry and associated Instagram post, the posted image and associated caption, 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 Entrants 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 Contest, Entrants 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.