

To Our Valued Vendors and Business Partners,

I am reaching out to update you on the next steps we are taking as part of our efforts to build on our 60-year tradition of providing five-star service.

As you may know, we reached an agreement on a consensual restructuring plan to strengthen our company by reducing our debt by more than \$400 million. On November 19, we took the next step in the process by voluntarily filing for reorganization under Chapter 11. With the support of our lenders, noteholders and equity holders, we can execute our plan quickly while we continue running our business as usual. In fact, the court-supervised process is expected to be completed by early January.

In a hearing on November 20, the Court granted all of the emergency relief that the Company had requested to support our vendors, customers and employees during this process. Importantly, **we received the Court's interim approval to pay our invoices in the ordinary course** and to access \$60 million in new debtor-in-possession ("DIP") financing to support our continued operations, as well as a recommitment of our existing \$125 million ABL revolving credit facility.

As we have previously mentioned:

- **Our vendors will not be impacted by this financial restructuring process.**
- **David's Bridal has sufficient cash to meet our business obligations. We have received court permission to continue paying for all goods and services as normal.**
- **We are confident this path is in the best interest of our company going forward, and we look forward to partnering with you in serving our customers for years to come.**

This process is an essential step in our previously announced plan to significantly reduce our debt, provide our company with financial flexibility and secure our very bright future as the leader in the bridal business.

If you have additional questions, please don't hesitate to contact your normal David's Bridal business partner. Court filings and information regarding the claims process are available at www.donlinrecano.com/davidsbridal; or you can contact the Company's claims agent Donlin, Recano & Company, Inc., toll free at (877) 842-1616 or email dbinfo@donlinrecano.com.

I would also like to take this opportunity to wish you all a wonderful Thanksgiving. We value your partnership and greatly appreciate your continued support.

Best,
Scott Key