

For Baking Industry Magazines, Publications and Trade Journals

**Fashion Meets Frosting as David's Bridal, Inc. and
Cakes Across America Tie the Knot in a
Revolutionary Baker-to-Bride Wedding Cake Marketing Partnership**

Palm Coast, FL, August 7, 2007: David's Bridal, the largest wedding gown and bridal fashion retailer in the world, has teamed up with Cakes Across America's National Bakery Network to create Wedding Cakes Across America. The new venture offers an innovative marketing program for an elite network of wedding cake specialists called Select Bakers. With this exclusive wedding cake marketing partnership with David's Bridal, Wedding Cakes Across America has fashioned a marketing strategy as irresistible as the wedding cakes it promotes to brides.

Creating sweet solutions for both brides and bakers is the heart of this new venture. Brides benefit from tasteful suggestions for cakes that complement their David's Bridal fashions, expert wedding cake advice and ideas from across the nation, and all the questions the bride should ask summed up in a comprehensive profile on the pre-qualified bakers.

Not only are the Select Bakers pre-qualified and references checked, but only Select Bakers are authorized to create cakes promoted by David's Bridal. Select Bakers have access to custom tools and supplies such as stencils and ribbons in David's Bridal Proprietary Colors. Wedding Cakes Across America presents wedding fashions and wedding cakes on the same page making it easy for a bride to choose a cake that complements her wedding. And why not call the Select Baker who is ready to help her create the wedding cake of her dreams.

"Having a strong nationally recognized marketing partner like David's Bridal this involved in the baking industry is revolutionary and will change the way brides search for a wedding cake." says Fran Greene, CEO of Cakes Across America. "We understand the needs of the small business bakers with whom we have worked for years, and we believe we have designed a comprehensive, full-service marketing program – in conjunction with the advertising power and lead generation of David's Bridal – so that bakers who partner with us as 'Select Bakers' will spend less time marketing their business and more time doing what they do best, creating beautiful wedding cakes."

Reaching today's tech savvy brides has both new challenges and opportunities for bakers. While many conventional advertising methods have gone stale, internet marketing becomes more effective as brides use technology to help streamline their wedding planning process. The choices of where to spend advertising dollars are limitless if you are ready to join the labyrinth of wedding sites promoting A-Z services. Since the wedding cake is the only completely custom created element of most of today's weddings, a website that specializes in "Wedding Cakeology - The Study of Wedding Cakes" will appeal to even the most time conscious brides.

The Wedding Cakes Across America website will be the busy bride's resource for expert wedding cake advice and planning. It will feature a National Cake Gallery, a David's Bridal Cake Gallery, Tips and Tools, Bride Preferences, and Select Baker profiles. The delicious new website is exquisitely designed with the simple elegance of a porcelain-smooth fondant and decorated with flourishes of wit and wisdom.

Wedding Cakes Across America Select Bakers will receive full-page profiles on both DavidsBridal.com and WeddingCakesAcrossAmerica.com. As a corporation, David's Bridal advertises nationally and each store significantly influences the local bride-to-be community. Wedding Cakes Across America receives current bridal registry lists generated by each David's

Bridal store and online and will manage the bride contacts by sending professionally designed e-marketing campaigns to attract brides to the Select Bakers.

The Select Baker program is scheduled to officially launch at the 2007 American Retail Bakery Exposition promoted by the RBA (Retail Bakers of America) on September 9, 10 & 11 at the Las Vegas Convention Center, but reservations are being now being accepted. There are a limited number of Select Baker positions allowed for each store, so bakeries that specialize in wedding cakes are encouraged to apply early or contact Wedding Cakes Across America to learn more about becoming a part of the David's Bridal family of bridal resources.

About Cakes Across America

For over 15 years, Cakes Across America has been arranging for cakes, cookies and other fresh baked goods to be hand delivered for special occasions from birthdays to national corporate promotions and celebrations. Modeled after the florist industry, the company has developed a national bakery network with thousands of participating bakeries to bake and hand deliver cakes to the home or office with one simple phone call.

The company who made cake delivery "a piece of cake!" is now helping brides find their perfect match in a wedding cake... created, baked and decorated by a pre-approved Select Baker in the bride's local area.

To learn more about the Select Baker program with Wedding Cakes Across America, call 1-877-WCAA-TOP (1-877-922-2867). For information about Cakes Across America, visit www.cakesacrossamerica.com or call 1-800-422-5387.

For more information, contact:

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About David's Bridal:

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 wedding dresses, available at affordable prices. Today, with more than 270 bridal stores nationwide, David's Bridal continues to expand its retail store locations, while maintaining its philosophy of superior quality, value and service. To locate a bridal store nearby, consumers can call 1-877-693-BRIDE or visit www.dauidsbridal.com. # # #