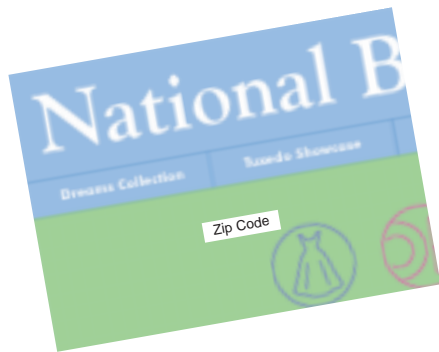


The Bridal Industry's *Best Advertising Value*

Year-Round Internet Advertising

- When a bride within 50 miles of your store enters her zip code on www.nationalbridal.com our national website, your store name will appear. She will then click on your name to bring up a profile (pop-up window) about your store and what you have to offer. This includes descriptive copy, a full-color photo, name, address, phone, fax, email, etc. If you have a website, it also links directly to it.



- Our site is powered by our "Connect Software" and includes our National Bridal Email Sweepstakes registration form. When a bride registers on our site, our database identifies the member that is nearest the bride's zip code. It then automatically sends an email to the bride confirming her Sweepstakes registration and recommending that she visit your store. We forward her your address, phone, fax and email. This software also sends the bride's contact information to your email, so you can call or write a personal note.



Year-Round Bridal Magazine Advertising

- Your store name and location in full-page ads three times a year in Bridal Guide magazine, and through eleven additional ads promoting our website (which promotes your store) in Bridal Guide and Bride's magazines. In total, the National Bridal Network will be promoted in 14 full-page ads per year. Our unique store listing page has the headline, "**America's Leading Bridal Stores**"

Year-Round Enhancements To Your Local Advertising

- High-quality print ads for your local area provided to you on a CD-ROM. It includes small and medium-sized ads with fabulous photography.
- National Bridal Email Sweepstakes: Year-round promotion that adds "zip" to your local advertising and brings more traffic in your store. Registration forms provided to you for in-store registrations and bridal events. In addition, you have the option of adding the Sweepstakes Registration to your site enabling you to capture the names of brides that visit your site.
- National Bridal Service logo. You are authorized to use our logo and trademark, Member National Bridal Service, in your local advertising.



www.nationalbridal.com

Benefits Summary

Your store name and location in full-page ads three times a year in Bridal Guide magazine, and through eleven additional ads promoting our website (which promotes your store) in bridal magazines. In total, the National Bridal Network will be promoted in 14 full-page ads per year. Our unique store listing page has the headline, "America's Leading Bridal Stores."

\$ 290

Your store name and location included on our Internet site www.nationalbridal.com with a profile (pop-up window) of your store including descriptive copy, full-color photo, name, address, phone, fax and email. This site is promoted in Bride's and Bridal Guide magazines.

\$ 290

Your store included in the National Bridal Email Sweepstakes and you have the option of adding the Sweepstakes registration to your site. No additional charge.

\$ 90

Our exclusive Connect Software. E-mails from NBS to brides within 50 miles of your store recommending your store as "The Best Place To Buy Your Wedding Gown."

\$ 290

Enhancements to your local advertising. High-quality print ads for your local advertising provided on a CD-ROM. It includes small and medium-sized ads with fabulous photography. You are authorized to use our NBS logo and trademark, *Member National Bridal Service*, in your local advertising.

\$ 90

SEMI-ANNUAL VALUE

\$1,050

As a Member of the National Bridal Advertising Network You Pay Only

\$ 289

NBS Group savings of 72%

National Bridal Advertising Network[®]

Advantage Advertising Service



Since 1951

NATIONAL BRIDAL SERVICE[®]

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