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PRESS RELEASE

Wedding Shoppe, Inc. Introduces Exclusive Bridesmaid Collection, Kennedy Blue
Collection designed and distributed exclusively by the local bridal retailer.

Saint Paul, MN, April 25, 2012: Over 35 years of experience in the wedding industry has taught Wedding Shoppe, Inc. a lot about what brides and bridesmaids want. In an effort to give bridal parties what they have been looking for, on April 30, 2012, Wedding Shoppe, Inc. is launching an exclusive designer bridesmaid collection, called Kennedy Blue. The collection was designed by the Minnesota bridal retailer to bring ready-to-wear style bridesmaid dresses to customers around the world. Kennedy Blue also offers innovative services not traditionally found from other special order bridesmaid designers. The new line will be available at the retail store in Saint Paul and online through their website, www.kennedyblue.com.

Kennedy Blue consists of 19 different dresses, each designed with quality, price, and wear-again style in mind. The bridal party dresses are made of high quality Victorian satin and chiffon, and are available in up to 15 colors to suit all weddings. Kennedy Blue prices range from just \$155 to \$200, unlike similar styles which retail for around \$250 to \$300.

It's believed that, in order to have the best possible experience, customers need to try on bridesmaid dresses before they order. To reduce time and stress, every color option as well as every size (2-28), is available to try on in-store. Wedding Shoppe, Inc. also offers the Find-Try-Buy Service for brides and bridesmaids who cannot come to the Minnesota retail store to try on Kennedy Blue. Wedding Shoppe Inc. will ship customers a Kennedy Blue sample dress, color swatches, and product details, along with a prepaid return shipping label before they purchase. This provides each customer the opportunity to try the dresses on and order the correct style, color, and size confidently through the bridal retailer. Ready within 8-10 weeks of the original order date, and boasting an easy return policy, Kennedy Blue makes ordering a bridesmaid dress simple.

To kick off the launch of Kennedy Blue, Wedding Shoppe, Inc. is giving away four of these wear-again bridesmaid dresses to one lucky bridal party. From April 30, 2012 until May 31, 2012, customers are entered to win by becoming a fan of Kennedy Blue on Facebook or following the brand on Twitter, and sharing a favorite Kennedy Blue dress on either of the social networks. Wedding Shoppe, Inc. is hoping to share these fashionable bridal party dresses with all of their beautiful brides-to-be.

Wedding Shoppe, Inc. is located on historic Grand Avenue in Saint Paul, MN, and has been making wedding dreams come true since 1977. As one of the largest individual bridal salons in the country, Wedding Shoppe, Inc. offers designer wedding dresses, bridal party dresses (including the exclusive Kennedy Blue brand), wedding accessories, wedding tuxedo rentals, and much more! With a full e-commerce website, Wedding Shoppe, Inc. is bringing their tremendous selection of gowns and their incredible customer service to brides all around the world.

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Kennedy Blue Sydney (left) and Chloe (right)