

PRESS RELEASE

FOR IMMEDIATE RELEASE

Call for Nominations Leading Breastfeeding Advocate Award Cash Award \$5,000 Dollars

(Cleveland) January 1, 2003 – Leading Lady Company is seeking nominations for its Leading Breastfeeding Advocate Award to be presented during World Breastfeeding Week 2003.

This award is given by Leading Lady Company in recognition of an individual or group of individuals who have had significant impact in promoting and supporting breastfeeding. The cash award is \$5,000.00 USD.

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“We recognize the importance of breastfeeding and that it has become a widely accepted and encouraged part of a mother's relationship with her new baby,” says Al Corrado, CEO of Leading Lady. “Research has shown that breastfed babies are healthier and the American Academy of Pediatrics recommends that breastfeeding continue for at least the first 12 months, if not longer. We want to give well deserved recognition to the people who stand behind these mothers, the ones who offer training, encouragement and support.”

Nominations are due on or before April 15, 2003, 5:00 pm EST. All applications must follow set guidelines and meet this deadline. The official rules and regulations, as well as the nominee application form can be found on the Leading Lady web site at www.leadinglady.com or can be obtained by calling (800) 321-4804 ext. 126.

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The winner will be selected by a respected panel of independent judges appointed by the President of Leading Lady and will include representatives from recognized breastfeeding support organizations in the breastfeeding community. The award is to be presented during World Breastfeeding Week, August 2003.

Founded in 1939 in Cleveland, Ohio, Leading Lady is the pioneer and industry leader in maternity and nursing intimate apparel in the country. In the last decade, the company has expanded into full figure, medical (post mastectomy and surgi-bras) and other intimate apparel niche markets and features the innovative new Hands Free Breast Pump Bra™.

For more information about Leading Lady and the Breastfeeding Advocate Award, visit www.leadinglady.com or contact Erica Renner, Director of Marketing and Public Relations, at (216) 464-5490 ext. 120.

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