

## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

### **Expanding Intimate Apparel Line for Today's Woman**

**(Cleveland, OH) April 23, 2004** – Leading Lady Company, in Cleveland, Ohio, is excited to be expanding their line of intimate apparel in extended sizes for woman of all shapes and sizes, in order to provide a complete collection of sensual, comfortable and supportive styles.

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"Today's woman is shapely and beautiful. She deserves to dress the way that she feels," says Al Corrado, CEO of Leading Lady. "Our styles are designed to embody who she is while offering her a quality supportive undergarment that fits her perfectly."

The line offers luxurious fabrics and styles at affordable price points. Fashion-forward designs have gorgeous embroidery, striking colors, including flame and hyacinth, and stunning lace or leopard prints.

The leisure, softcup, underwire and front-closure styles come in a full range of extended sizes up to 56G for today's natural woman.

Leading Lady's full figure line of intimate apparel is currently available through Roaman's, Lady Grace, Lane Bryant Catalog, Just My Size and other major retail, department and specialty stores. Visit [www.leadinglady.com](http://www.leadinglady.com) for specific locations.

Founded in 1939, in Cleveland, Ohio, Leading Lady Company is the pioneer and industry leader in maternity and nursing intimate apparel in the country, including the manufacture of private label and licensed intimate apparel. In

the last decade, the company has expanded into full figure, medical (post mastectomy and surgi-bras) and other intimate apparel niche markets.

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