



Media Release

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Hands Free Design Allows Time for Yourself While You Pump!

(Cleveland) May 1, 2002 -- Breastfeeding is becoming a widely accepted and an encouraged part of a mother's day. 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.

After establishing a nursing pattern with her new baby, a woman who is unable to nurse directly due to working outside of the home or other circumstances, must express her milk every 2-3 hours for about 10-20 minutes, in order to maintain her milk supply. For women with babies who experience feeding problems, they may pump more than four times a day.

With this in mind, Leading Lady teamed up with designer Ame Mendoza, a working mother of two, to incorporate Ame's patent, along with suggestions from nursing mothers, to create the Hands Free Breast Pump Bra™. The bra is designed to make it easier for a mother returning to work to continue to provide her baby with breast milk, ensuring her baby's well being and her own peace of mind.

The patented* Hands Free Breast Pump Bra has a built in panel that supports the breast shield of most pumps, allowing free use of hands while pumping. The panel offers discreet coverage and requires no additional attachments to be purchased. By making pumping easier, a nursing mom can extend the longevity of her nursing relationship and therefore, the health benefits to both her baby and herself.

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Using the Hands Free Breast Pump Bra will allow a woman to do nearly any task requiring the use of her hands, which would be otherwise occupied holding the pump to her breast. She can take care of older siblings, talk on the phone, write or work on a computer, and read or eat during her work breaks. The bra also functions as a regular nursing bra, in addition to the hands free features. It takes only moments for her to allow her hungry child access to her breast for feeding.

Women want the ability to provide their babies with the benefits of breastfeeding even after returning to work. A breast-fed child is healthier which means fewer doctor visits. A healthier baby helps mom stay healthy and will lessen her time away from work. And knowing that she is providing these benefits, a woman will be better able to concentrate on the job at hand. The Hands Free Breast Pump Bra offers her this choice and makes it easier to balance work and family.

The Hands Free Breast Pump Bra is selling nationally through JC Penney Fall 2002 catalog, which is due out July 2002. In addition, national inquiries and mail order sales can be handled through Solomon's Corset Shop in Cleveland, Ohio as of June 1, 2002. Contact (800) 829-1081. The bra will also be available at specialty shops throughout the United States. Visit www.leadinglady.com for shops in your area.

Founded in 1939 in Cleveland, Ohio, by Frank G. Farino, 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.

For more information about the Hands Free Breast Pump Bra, visit the Leading Lady web site at www.leadinglady.com or contact Erica Sheridan, Director of Marketing and Public Relations at (216) 464-5490 ext. 120.

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