

PRESS RELEASE

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Johnstone Promoted to Vice President, Director of Design

(Cleveland, OH) March 29, 2004 – Leading Lady Company, in Cleveland, Ohio, is pleased to announce the promotion of Haidee Johnstone to Vice President. The announcement was made by Al Corrado, CEO and Mark Corrado, President of Leading Lady. Ms. Johnstone also holds the position of Director of Design. Johnstone is a resident of Minneapolis, Minnesota and has been with the company for more than 17 years.

Press Contact:

Erica L. Renner
Director of Marketing
& Public Relations
Leading Lady Companies
Tel: (216) 494-5490
Fax: (216) 464-5456
erenner@leadinglady.com

As Vice President and Director of Design, Johnstone is responsible for the direction of intimate apparel design, as well as overseas production relations. "Haidee has been influential in our transition to production in the Far East," says Mark Corrado. "The ability to take Haidee's designs to overseas manufacturers has allowed Leading Lady to expand our current Full Figure line as well as introduce more fashion-forward pieces into our Maternity and Nursing line at affordable price points."

Johnstone has also been instrumental in recent communications with VF Intimates, which Leading Lady has been licensed to manufacture maternity and nursing intimate apparel under the Bestform® and Vanity Fair® labels. Mark Corrado states: "Haidee's appointment to vice president will strengthen our management team and help the strategic growth of our company."

Johnstone is a graduate of FIT, New York. She has worked as a designer in couture knitwear for Mady Girard. Johnstone also designed for Carol Horn, Reggie Morton and John Ashpool. She designed coats for Bill Blass before moving to Minneapolis to design for the maternity wear company Over The Rainbow®. Leading Lady purchased Over The Rainbow in 1986.

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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