

PRESS RELEASE

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Leading Lady Announces National Breastfeeding Advocacy Award

(Cleveland, OH) November 14, 2002 – For more than 60 years, Leading Lady has been a leader in the maternity and nursing intimate apparel industry. But they didn't get there alone.

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Leading Lady has worked closely with breastfeeding supporters and nursing mothers over the years to create a quality line of products that meet every need of expecting and new moms to make their breastfeeding experience a comfortable and enjoyable one. "We get a lot of feedback from women who use our products and they have a lot of good ideas. We do everything we can to implement them into our styles, giving them what they need in a quality product and a great price," says Mark Corrado, President of Leading Lady. "One such example is the Hands Free Breast Pump Bra™ that was introduced to the market earlier this year."

Mark Corrado is the third generation in this family owned company. Mark's father, Al Corrado, is Chief Executive Officer and still actively involved in the company. And it was his father's idea to give to the community that helped build Leading Lady's maternity and nursing line a national award to recognize a leading supporter of breastfeeding in the United States.

"We recognize the importance of breastfeeding. Breastfeeding has become a widely accepted and encouraged part of a mother's relationship with her new baby," says Al Corrado. "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 wanted to give some recognition to the people who stand behind these mothers. The ones who offer training, encouragement and support.”

Leading Lady is launching what will become an annual award for the Leading Breastfeeding Advocate in 2003. The award offers the nominees a chance to win \$5000 in cash, along with national recognition for their achievements in promoting and supporting the benefits of breastfeeding.

The winner will be chosen by a respected panel of independent judges, including representatives from recognized breastfeeding support organizations such as the International Lactation Consultant Association (ILCA) and La Leche League International (LLLI). Presentation is expected to take place during World Breastfeeding Week in August 2003.

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To determine the criteria for such an outstanding national award, Leading Lady teamed up with international board certified lactation consultant (IBCLC), Madonna Fasimpaur, of Cleveland, OH. Look for the rules and criteria for the Leading Breastfeeding Advocate Award, as well as the call for nominations, to be announced in January 2003.

Founded in 1939, in Cleveland, Ohio, Leading Lady Company 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 Leading Lady and the Leading Breastfeeding Advocate Award, contact Erica Renner, Director of Marketing and Public Relations, at (216) 464-5490 ext. 120 or visit www.leadinglady.com.

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