

For Immediate Release**Leading Lady's Easy-to-Fasten Bra Receives
the American Occupational Therapy Association
Endorsement**

(Cleveland, OH) December 01, 2002 – The Easy-to-Fasten Bra™ collection has been endorsed by the American Occupational Therapy Association® (AOTA).

The Easy-to-Fasten Bra is really a very simple concept that offers millions of women independence in dressing. The patented loop closure with large 'trouser-style' hooks (secured by Velcro®) eliminates struggling with tiny clasps. The design can be used by women suffering from a wide range of conditions such as multiple sclerosis, fibromyalgia, torn rotator cuff, stroke and broken bones, just to name a few. It can even be fastened by using just one hand.

Reviewed by the endorsement committee, which consists of members of AOTA's Executive Board, the endorsement of the Easy-to-Fasten Bra indicates that it has value to those who use it and is consistent with the values and mission of the AOTA and the values and ideals of the profession.

"The endorsement of the occupational therapists is fantastic," says Mark Corrado, president of Leading Lady. "Their goal is to help people regain, develop, and build skills that are important for independent functioning, health, well-being, security and happiness. We are very pleased that they feel the Easy-to-Fasten Bra design will help them meet this goal."

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About the American Occupational Therapy Association (AOTA)

The American Occupational Therapy Association is the nationally recognized professional association for more than 40,000 occupational therapists and occupational therapy assistants. These individuals work with people experiencing health problems such as stroke, spinal cord injuries, cancer, congenital conditions, developmental problems and mental illness in a wide range of practice settings including hospitals, nursing facilities, home health agencies, outpatient rehabilitation clinics, psychiatric facilities and schools.

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The Easy-to-Fasten Bra collection is now selling nationally through JC Penney, National Wholesale, Appleseeds and Arizona Mail Order catalogs. It can also be found at specialty shops throughout the United States. Visit www.leadinglady.com for shops in your area.

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.

For more information about Leading Lady and the Easy-to-Fasten Bra collection, contact Erica Renner, Director of Marketing and Public Relations at (216) 464-5490 ext. 120 or visit online at www.leadinglady.com.

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