



## For Immediate Release

# Leading Lady Announces a Top Secret Bra

**(Cleveland, OH) March 04, 2003** – Using a bra to conceal small valuables has been second nature to women since bras were invented.

With this in mind, Leading Lady has teamed up with designer Lausanne Lee to incorporate Lausanne's patented design into an attractive, comfortable bra to offer today's active woman a way to have peace of mind in carrying her important items, without having the extra burden of carrying a purse.

The Top Secret Bra™ has a patented concealed pocket that is sewn into the upper lining of each cup for easy access. Secured with a small Velcro® tab, the patented Top Secret bra allows a woman to easily carry money, keys, an ID or credit card while out walking, shopping, gardening, dancing or during sports activities. It also offers an alternative to carrying a purse when out shopping or traveling, when safeguard against potential theft or loss is necessary. "Whether for safety or just everyday convenience," says Mark Corrado, President of Leading Lady, "this attractive, comfortable bra will provide peace of mind to the women who wear it."

The Top Secret Bra will be available nationally in April 2003. The bra will be available through the following mail order catalogs:

National Wholesale  
Item #6657  
Toll Free: 800-480-4673  
[www.shopnational.com](http://www.shopnational.com)

Vermont Country Store  
Starting in May 2003  
Phone: 801-362-8460  
[www.vermontcountrystore.com](http://www.vermontcountrystore.com)

The bra will also be available at specialty shops throughout the United States. Visit [www.leadinglady.com](http://www.leadinglady.com) for shops in your area.

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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 Top Secret Bra, contact Erica Renner, Director of Marketing and Public Relations at (216) 464-5490 ext. 120 or visit online at [www.leadinglady.com](http://www.leadinglady.com).

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