

Breastfeeding is Fashionable

The Nursing Bra Tank™ - Stylish, Affordable, Functional

CLEVELAND – October 1, 2004 -- Leading Lady Company in Cleveland, OH, is thrilled to offer nursing mothers a nursing bra tank that allows them to feed their baby in style.

"Let's face it. Breast milk is best. But that doesn't mean a woman has to sacrifice style while she is nursing" says Mark Corrado, President of Leading Lady. "Our affordable maternity nursing line is designed to allow a woman to feel beautiful while she is providing the best possible nutrition for her baby."

In today's fashion, women want a tank that they can wear alone or with a favorite sweater or jacket. The patent pending Nursing Bra Tank™ offers a stylish flare to the typical nursing bra. Like most tanks in fashion today it has a hidden shelf bra, but it also has a full sling for the extra support a woman needs during breastfeeding. Plastic clasps offer quick one-handed nursing ability. And the wide, adjustable straps assure a perfect fit.

Available in Black or White. Suggested retail \$23.00. Available at major retailers and specialty shops. Contact Leading Lady at 800-321-4804 for a location nearest you or visit online at www.leadinglady.com.

Currently 70.9 percent of the babies born in the US are breastfed; 41.1 % are exclusively breastfed at 3 months of age¹.

Founded in 1939 in Cleveland, Ohio, Leading Lady 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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¹ Source: 2003 National Immunization Survey, Centers for Disease Control and Prevention, Department of Health and Human Services.