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For Immediate Release**Revolutionary Design Takes on New Name**

(Cleveland, OH) December 01, 2002 -- Two years ago, Leading Lady introduced a revolutionary new bra design with a patented front loop closure featuring large trouser-style hooks called the Arthritis Bra™. Today, Leading Lady is announcing the product's new name: The Easy-to-Fasten Bra™.

As the original name suggests, this bra was designed for women suffering from limited hand, arm or upper body dexterity resulting from arthritic conditions. However, in the past two years Leading Lady has had a lot of favorable feedback from consumers and discovered that this 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.

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.

"Changing the name to the Easy-to-Fasten Bra allows us to better express the concept," says Mark Corrado, president of Leading Lady. "There are many women who need assistance from a loved one to help them dress, not just those suffering from arthritis. This bra can restore independence and dignity in many different situations."

The Easy-to-Fasten Bra design has been recognized and endorsed by the American Occupational Therapy Association and is being widely recommended by occupational therapists everywhere.

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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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