



PRESS RELEASE

FOR IMMEDIATE RELEASE

Lela Designs Continues Rapid Growth and Expansion!

Lela Designs is pleased to report that the company has received significant investment funding from Scharfe Holdings Ltd., a well-established and privately held investment company located in Vancouver, British Columbia. This investment comes at a time of rapid growth for Lela and will assist the company as it ramps up marketing, sales and branding programs designed to increase the company's visibility in North American and international markets.

Lela Designs is an innovative leader in the development of stylish, functional and eco-friendly clothing for the women's golf market. Lela Designs was launched to rave reviews from fashion critics across North America and has since generated a growing buzz throughout the golf community. One fashion writer cleverly described the Lela line as "links meets lounge" and this moniker, that reflects the fashion-forward nature of the line, has stuck. Lela differentiates itself from the rest of the women's golf world not only because of the functional and fashionable look and feel of the line but also because of the fact that the line has been developed on a foundation of eco-friendly fabrics that have been produced in a sustainable manner.

In conjunction with this investment, Lela is also pleased to announce that Tracey Kidd of Vancouver, British Columbia has joined Lela Designs as a Managing Director, Business Development. She will work closely with the current Lela team in the branding, marketing and sales of this unique line. According to Ms. Kidd, "I am excited to work with the Lela Designs team to increase awareness of this brand throughout the leisure and fashion world. I was initially attracted to the company due to the cutting edge nature of the line and because there simply is nothing else like Lela in the golf world. Lela is very early to the eco-friendly segment of the fashion industry and is pioneering this type of clothing in the golf world. I'm excited to join a company that is bringing something new, innovative and fresh to a well-established sporting culture." Ms. Kidd's extensive experience working with successful growth companies will be a significant asset to Lela as this expansion phase in the business occurs.

Tina Hofer, Managing Director of Lela Designs, states, "I am pleased that we have attracted this investment into Lela at this exciting stage of our corporate development. I am ecstatic that we also have somebody with the significant marketing, branding and corporate development expertise that Tracey Kidd has joining our team. Lela Designs is doing something really different from everybody else out there in the golf world and it is rewarding that this unique and fresh approach is starting to gain some great momentum. We know that Lela will become a household name in golf and fashion circles and we believe that today's announcement represents a huge milestone as we move towards this goal."

Team members from Lela Designs have recently returned to Vancouver from the Orlando PGA Merchandise Show in Orlando, Florida and from the Magic Apparel Show in Las Vegas, Nevada where the line met enthusiastic feedback from all corners of the fashion and golf industries. Lela Designs is now actively marketing their Fall 2007 Collection.

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