



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**LPGA Touring Pro, Jeanne Cho-Hunicke Now Wearing  
Lela Designs along with Mhairi McKay!**

LPGA Touring Pro Jeanne Cho-Hunicke has become the latest golf professional to select Lela Designs as her clothing company of choice for use this year while competing on the LPGA Tour.

Cho-Hunicke is a rising talent in the world of professional golf, 2007 being her Rookie Season on the LPGA Tour after a successful 2006 on the Duramed Futures Tour. Cho-Hunicke won the 1988 Japan Junior Masters and during college was a three-time member of the National Golf Coaches Association All American Scholar Golf Team. She was also a contestant on The Golf Channel's The Big Break V: Hawaii.

Tina Hofer, Managing Director of Lela Designs, states, "This is another big day for Lela Designs as we continue to gather momentum amongst the professional golf community. We are delighted to have an up and coming star like Jeanne Cho-Hunicke choose Lela Designs and are proud that LPGA players are starting to get so excited about the Lela line."

On June 27<sup>th</sup>, 2007, Lela announced that Mhairi McKay was starting to wear the Lela line. While wearing Lela for the first time on tour, McKay made 21 birdies over 4 days at the Wegman's Tournament in Rochester which was the most by any player in the field! This birdie frenzy helped McKay to a Top 20 finish for the LPGA event. The success of McKay in the LPGA event two weeks ago and today's announcement regarding Cho-Hunicke are indicative of the fact that while the Lela line is on the cutting edge of fashion, it is also very functional, even at the highest level of competition.

The growing presence of Lela on the LPGA Tour will raise the visibility of the line through television and print exposure. This increasing level of exposure and brand awareness amongst the golf community will create substantial benefits for retailers carrying the Lela line. In conjunction with the

increasing presence of Lela on the LPGA Tour and within Hollywood circles, Lela has contracted a Public Relations company to further increase the exposure of the line amongst discerning consumers.

**For additional information, please contact:**

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