



PRESS RELEASE

FOR IMMEDIATE RELEASE

**LPGA Touring Pro & Two-time Solheim Cup Player,
Mhairi McKay Now Wearing Lela Designs!**

Lela Designs continues to gain momentum across North America and has signed LPGA Touring pro, Mhairi McKay to an endorsement agreement.

“This is a huge day for Lela Designs. Lela has created a growing buzz in fashion and in Hollywood circles due to the fashion-forward approach to the line. Today, the line has made a big inroad into the LPGA Tour which is indicative that even though the line is on the cutting edge of fashion, no functionality is lost. LPGA touring pros play to win and while they want to look good while doing it, winning is still the bottom line goal. LPGA tour pros won’t sacrifice functionality and we are thrilled that Mhairi has decided that Lela is the perfect clothing line for her. It speaks to the great job the design team here at Lela Designs has done while creating this incredible line of functional, fashionable and eco-friendly lifestyle and golf wear.”

McKay stated, “I am delighted to be teaming up with Lela Designs! Their apparel allows me to, not only look good out on tour, but also feel good – both good physically and good in the way that the line is earth-friendly.” McKay’s agent, J.S. Kang, VP of Sterling Sports Management, stated, “Mhairi had always been a traditionalist in terms of golf fashion, but once she tried the Lela Designs on and saw how it made her look both feminine and professional, she was hooked!”

Born in Glasgow, Scotland, Mhairi McKay (pronounced VAR-ee muh-KYE) is a well-known LPGA touring pro who is one of the very finest female golfers that Scotland has ever produced. In 1992, as an 18 year-old amateur, she set the 18-hole women’s record at what is arguably the world’s most famous golf course (St. Andrew’s Old Course). That record has stood for some 15 years. McKay was a four-year All-American player at Stanford University and was the Pac 10 Champion during her last year at the school. McKay has more than \$1.6 million in career earnings on the Tour and has posted a sixth place finish in the U.S. Women’s Open, second place finishes in the Kellogg-Keebler Classic, the LPGA Corning Classic and the First Union Betsy King Classic and has been a member of two Solheim Cup winning teams (2002, 2003). This past weekend in the Wegmans LPGA championship

in Rochester, New York, McKay finished in the top 20, showing that she has returned to the form that allowed her to finish 17th on the LPGA's season ending money list in 2002.

Lela Designs is launching an extensive grassroots marketing program which will significantly raise the profile of the line amongst high visibility individuals. This marketing program is designed to "pull-through" consumers to retailers carrying the Lela line. Today's announcement relating to Mhairi McKay is an example of how the company will increase brand awareness amongst consumers looking for functional, fashionable and eco-friendly clothing.

For additional information, please contact:

Tina Hofer – Managing Director
Lela Designs
Phone: 604-267-9746
Toll Free : 866-449-LELA
Email: tina@leladesigns.ca

Perry Sharma – Director of Sales & Marketing
Lela Designs
Phone : 604-267-9746
Toll Free : 866-449-LELA
Email : perry@leladesigns.ca