



PRESS RELEASE

FOR IMMEDIATE RELEASE

Lela Designs Attracts Top Environmental Professional to Leadership Team

Lela Designs is pleased to announce the addition of Michael Hofer to the Lela Designs leadership team. Mr. Hofer brings a wealth of environmental experience to the company and will be actively involved in ensuring that Lela Designs integrates the company's sustainable environmental and social principles into operational procedures and protocols.

Mr. Hofer is a well known environmental expert and brings a wealth of experience and expertise to Lela Designs. He holds a Bachelors of Arts Degree in Physical Geography / Geomorphology and a Post Baccalaureate in Environmental Science. Mr. Hofer is a Canadian Certified Environmental Practitioner (CCEP) in four different environmental categories as designated by the Canadian Environmental Certification Board. Mr. Hofer is currently Manager of Environmental Services and Operations for the Fraser Valley Regional District and during his career has managed approximately \$20 million in capital projects relating to the environmental field.

Bryan Slusarchuk, Lela Director, states, *"The addition of Mr. Hofer to the Lela team is a real achievement for this company. It reflects Lela's strong commitment as a leader in the initiation and development of environmentally responsible business practices within the apparel industry. Mr. Hofer is a well known and respected environmental professional and has been responsible for numerous significant capital projects in this space. His expertise, developed as a result of a very high level of educational and vocational success in this field, will be a real asset to the company. Mr. Hofer's involvement will provide incredible synergies with the existing Board members who have enviable track records of the creation of wealth through building successful private and public companies from early stage levels."*

Mr. Hofer will work closely with the current Lela team to ensure the ongoing integration of eco-friendly and sustainable practices into the company's business protocols and will also develop methods to best communicate the importance of these practices to customers, media and corporate supporters.

Lela Designs is a pioneer in bringing eco-friendly and sustainable products to the apparel marketplace. Lela Designs produces fashion-forward apparel that is fresh, functional and fashion-forward.

For additional information, please contact:

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