



PRESS RELEASE

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**FOX News Discusses Lela Designs
as Media Momentum Grows**

Lela Designs is pleased to announce that the company has been featured on FoxNews.com within a story on eco-friendly clothing manufacturers. This is a major brand building achievement for Lela Designs as FoxNews.com generates **8,184,466 visitors per month** and is a major news site for North American consumers. FoxNews.com was designed as the website for the worldwide newsgathering operations of Fox News Channel and provides visitors with the latest international and national reports, business news, weather and sports information in addition to in-depth reports on business, lifestyle, health, science and technology.

Tina Hofer, Managing Director, explains, "This is a great day for the retailers, boutiques, resorts, and golf courses that carry the Lela Designs line. FoxNews.com is a major source of news information for North American consumers, is an incredibly active news site and to get this type of high profile coverage for Lela increases brand awareness dramatically. By growing the Lela brand, we are pulling consumers to visit our retail customer stores in search of our product and this adds great value to our relationships. We are proud that FoxNews.com has picked up on the fact that we are very unique in the eco-luxury space and the growing coverage that we are receiving is gratifying. Through growing prominence on the LPGA Tour, increasing media recognition in target markets and now nationally, we are generating some incredible buzz for this line."

Lela Designs, in conjunction with rapidly growing brand awareness amongst eco-luxury consumers, is now marketing their Fall 2008 line to retailers, boutiques, resorts and golf courses.

For additional information, please contact:

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