



PRESS RELEASE

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Lela Brand Building Mission a Success

Lela Designs is pleased to announce that it has completed a very busy trade show season during which the company's line was showcased across North America. As part of the company's marketing efforts, Lela exhibited at the Washington, British Columbia, Alberta and Toronto PGA Shows.

The Lela line was very well received at all of these PGA shows as the line is very unique when compared to other apparel lines currently occupying this market space. While the golf marketplace represents only one of the avenues for Lela products, the company does have strong roots in this space as evidenced by the fact that two LPGA players started wearing Lela last year on tour. The fashion-forward approach the Lela design team has taken while developing the lines along with the luxurious input fabrics and the high degree of functionality separates Lela from the competition in the golf world.

Tina Hofer, Managing Director of Lela, states, "The common theme that we heard at show after show that Lela exhibited at was that our line was very unique in the golf world. On one hand, the line's fashion-forward and unique design concepts have attracted a lot of attention in the fashion world from women that primarily want to wear the line out to social events while on the other hand the incredible functionality has attracted a couple of very high level LPGA touring professionals who put performance above all else. Golf course buyers from across North America attended these shows and constantly commented on the excellent blend of fashion and functionality. Also, there is a trend in the golf world moving towards sustainable course management practices and this led to a lot of interest in the eco-friendly component of our story. For a young company just starting to enter a significant growth phase, we're certainly turning a lot of heads in the golf world."

The significant interest that these shows generated in conjunction with other brand-launching marketing efforts will be leveraged on as the company continues its progress from brand building to a large planned ramp up in production and sales.

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 and functional.

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