



PRESS RELEASE

FOR IMMEDIATE RELEASE

Lela Appears on Cover of Major International Golf Publication!

Lela Designs is very pleased to report that it is appearing **on the cover** of this month's edition of Inside Golf Magazine, an Asian golf magazine that has a circulation of 20,000 with distribution in Singapore, Malaysia, Indonesia, Hong Kong, Thailand and Brunei.

Lela was informed of this decision by Inside Golf during the past 30 days. Lela Designs has embarked on an aggressive media campaign and is ramping up brand-building programs in North American and in international markets. Being selected to appear on the cover of Inside Golf (based in Singapore) is an important reflection that the brand building strategies employed by Lela are effective. This strategy and results such as this cover picture will benefit retailers carrying the Lela Designs line of clothing. It is Lela's goal that every retailer carrying any type of women's active wear will soon be asked by consumers on a daily basis, "Do you carry Lela here"?

Lela generated significant incoming telephone calls from a recent Lela advertisement placed in Fashion Canada magazine (one of Canada's most important fashion magazines that is celebrating their 30th year in business this year) and expects that appearing on the cover of Inside Golf will also generate substantial interest from golf and fashion consumers.

Tina Hofer, Managing Director, explains, "Lela Designs is a very unique concept in the world of women's active wear. Our line is fashion-forward and was cleverly called 'links meets lounge' by a local fashion writer and this moniker really describes the fact that women are comfortable wearing our clothing whether they are playing golf or out for a fun evening in town. The styling of our line combined with the eco-friendly foundation of input materials has

really started to attract some media attention which will be great for retailers carrying Lela. We're really focused on supporting our retailers because without them, our line wouldn't be generating the great momentum that we are building in the marketplace."

Lela Designs is currently marketing their Fall line in North American and international markets.

For additional information, please contact:

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