



PRESS RELEASE

FOR IMMEDIATE RELEASE

20,000 People Will Have a Close Look at Lela this Weekend!

Lela Designs is very pleased to announce that more than 20,000 consumers will be receiving editions of Inside Golf this weekend. Lela Designs appears on the front cover of this prestigious golf magazine in the March issue that is now being mailed.

In addition to being the sole cover shot for this publication, Lela is also featured in an article that appears on Page 89 of the magazine.

Inside Golf, based out of Singapore, is a well-established magazine, known for excellent content and pictorials. The magazine has a high-end look and feel to it and is well-read amongst affluent consumers in several countries. Lela is proud to be front and centre as the lead story for the March edition. Lela Designs was approached by the magazine due to the fact that Lela is doing something completely new in the active-wear world. The “links meets lounge” fashion-forward clothing line is cutting edge not only in terms of fashion but also in terms of functionality and a commitment to sustainability through eco-friendly fabric choices.

Tina Hofer, Managing Director of Lela Designs, states, “Lela is really at the forefront of fashion-forward thinking within the golf world. We’re telling our story to a variety of target market consumers and we are really starting to see a lot of traction. We exhibited at EPIC, the sustainable living exposition in Vancouver this past weekend and have generated hundreds of inquiries from consumers as a result of that show. We anticipate a huge response from appearing on the cover of Inside Golf and will be

inundated next week with telephone calls and emails from consumers wondering where they can purchase Lela clothing. We will be directing these people to various retailers that carry our line depending on what market the inquiries are generated from.”

Lela Designs has started an aggressive brand-building and market awareness campaign directed at consumers and this program has started to generate significant interest. Perry Sharma, Director of Sales and Marketing for Lela Designs, explains, “We know it’s not enough simply to sell our product to a retailer and then expect it to fly off of the shelves. We believe in supporting the retailers that carry the Lela line and as such we exert considerable energy into building brand awareness amongst consumers. Being featured on the cover of Inside Golf is one example of the success we are having in carrying out this brand building effort. We will receive hundreds of telephone calls over the coming days because of this cover page and corresponding article and we will be able to direct all of these people to retailers who have supported us by carrying Lela. We look at this major achievement with Inside Golf not only as a huge win for us, but also as a huge win for the retail community that is carrying the Lela line.”

Lela Designs is currently marketing a Fall 2007 collection and is achieving considerable success throughout North American and international markets.

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