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**Lela Designs is pleased to announce that the number of stores that carry Lela is now at 116!**

Lela has also landed a national account with Golf Town Canada! Lela can be found in 8 Golf Town stores as of May 1<sup>st</sup>, 2009. Lela will be available at these flagship Golf Town stores across Canada below:

- Etobicoke, On
- Boisbriand, QC
- Mississauga, ON
- Calgary NW, AB
- Edmonton, AB
- Calgary, AB
- Coquitlam, BC
- Richmond, BC

**Lela added 52 new accounts this past selling season alone and with the fast-growing brand now available at 116 retailers, you can be sure that there is somebody carrying Lela near you!**

This dramatic growth was driven through a multi-pronged sales strategy through which Lela expanded outside sales representatives as well as carrying out significant grassroots marketing efforts that targeted end-consumers. End consumers around North America searching for Lela product, alongside of the excellent marketing recognition that the brand received in mainstream media and its growing exposure on the LPGA Tour was a great combination that drove the sales effort.

Tina Hofer, Lela Managing Director, states, "In the last season alone, we almost doubled the amount of retailers now carrying Lela. The stores that are now stocking Lela Designs range from small fashion-forward boutiques to some of the largest golf retailers in North America. We grew our exposure in the green grass segment of the marketplace, in golf-specific retail, and in fashion boutiques. In every component of our marketplace, we dramatically grew the amount of stores carrying the line and this was done in a difficult retail environment. I congratulate our team on a job well done."

Lela Designs is a fashion-forward, eco-luxury golf and lifestyle line for women. We are a company dedicated to social responsibility in our field. Not only are the fabrics we use eco-friendly but we ensure that our suppliers are ethically sound as well. We have also partnered with CAMFED (Campaigning for Female Education) where as a percentage of all garments sold goes towards this excellent cause.

**Put the Green in Your Game.....**