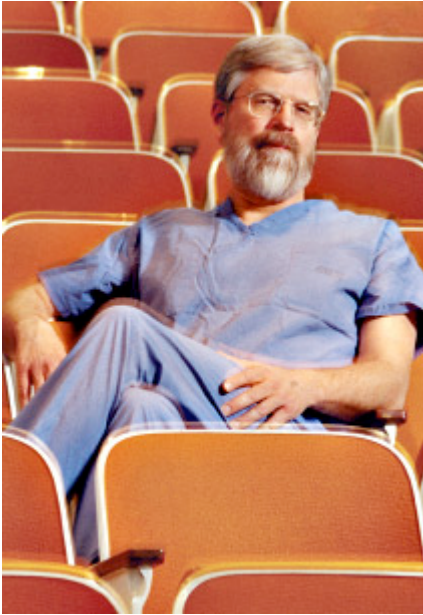


Noted Breast Cancer Researcher Joins Bellisse



BURLINGTON, VT – November 7, 2007 – Bellisse announced that David N. Krag, M.D. has joined the Company as Director of Medical and Research Initiatives. Bellisse developed and markets the revolutionary Compressure Comfort® bra for post-surgical edema and lymphedema management.

“Dr. Krag is a giant in the world of breast cancer diagnosis and treatment and a noted researcher. We are excited to have him join Bellisse,” said Lesli Bell, PT and principal of Bellisse.

Dr. Krag, Vermont Cancer Center and Fletcher Allen/University of Vermont surgical oncologist, has focused on developing innovative methods to diagnose and treat cancer for more than 20 years. Since 1999, he has led the National Institutes of Health's clinical trials examining sentinel node biopsy, a radiotracer-guided surgery he pioneered for checking the spread of cancer in the lymph nodes in breast cancer and melanoma patients. Nationally recognized for his leadership in new technologies, Dr. Krag is now working to achieve targeted delivery of cancer therapeutics to tumors. His research has identified compounds that bind to molecules important in breast cancer and are believed to play a role in slowing cancer growth.

“Our experience tells us the Bellisse bra has already improved quality of life for many breast cancer survivors suffering from the pain of post-treatment edema. We intend to focus more directly on research to determine the garment’s clinical efficacy,” said Krag.

Bellisse (www.bellisse.com) developed and markets the Compressure Comfort bra, a medical garment that combines compression with a unique non-restrictive design to increase comfort and decrease pain and swelling after breast cancer treatment and other truncal surgeries or radiation.

Contact: info@bellisse.com

#