



For Immediate Release:

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THE JOGBRA® STORY

In 1977, when physical fitness was becoming an integral part of the baby boom lifestyle, Lisa Lindahl was a 28-year-old graduate student at the University of Vermont supporting herself as a secretary. But support was lacking elsewhere in her life. An avid runner, averaging 30 miles a week, she decried the lack of adequate breast support in athletic gear for women. She also assumed that if she were unable to find a comfortable bra for workouts, then other women must have been having the same problem. Her sister agreed.

"There ought to be jockstrap for women," Lisa's sister said.

Lisa started with a list of the features necessary to achieve comfort and support in a running bra, one that would not bind or chafe or otherwise detract from the joy of movement. Then she turned to her childhood friend, the costume designer Polly Smith. They were working on a prototype when Lisa's husband walked into the room and jokingly pulled a jockstrap over his head and around his chest. Lightning struck.

"That's it!" Lisa said.

Polly fashioned a model constructed of two jock straps sewn together. After a test run with Hinda Miller, Polly's assistant, Lisa knew it was time to refine the idea and go to market. That was the birth of the now-famous original Jogbra® – later installed in the Smithsonian Institution and the Metropolitan Museum of Art.

Lindahl and Miller teamed up and went forward with the "jock bra" despite a dearth of business experience. The company started up and initially operated from Lisa's home. With one SBA-insured bank loan and a loan from Miller's father, the women contracted with a South Carolina company to

manufacture 40 dozen of the new sports bras. Lisa made an initial marketing decision to sell the bras in sporting goods stores as "athletic equipment" next to running shoes, rather than in the lingerie section of department stores. The profit they made in 1978, in just the first year of operation, was proof they had found their niche. The next year sales rose above \$500,000 and continued to increase at approximately 30 percent a year.

Never straying far from the company's original mission, Lindahl and Miller extended the line, designing support underwear to meet the needs of women who wanted to pursue physical fitness. For 13, years they had financed the business internally, but Lindahl knew they could not sustain the growth without outside capital. When approached by Playtex Apparel Inc. in 1990, Lindahl agreed to sell the organization they had worked so hard to build – a decision she has never regretted.

Lindahl stayed with the Jogbra® Division of Playtex for two years as co-president before establishing herself as an independent business consultant. As Champion Jogbra®, a division of the Sara Lee Corporation since Playtex was sold to that company, Lisa's inspiration remains a reality wherever bras and sporting goods are sold. As a result, women all over the world are exercising in comfort, a gift they owe to a woman who saw a need, took a risk, and ran down a road not taken to achieve her dreams.

For more information about The Compressure Comfort™ Bra visit www.bellisse.com. Purchase or distribution inquiries may be directed to 1-877-273-1683.

About Bellisse: Bellisse, (www.bellisse.com) inventor and manufacturer of the Compressure Comfort™ Bra, was co-founded by Lesli Bell, PT/CLT-LANA, a certified lymphedema therapist, and Lisa Lindahl, inventor and designer of the original Jogbra®. The company's mission is to provide product that offers support and comfort to the hundreds of thousands of women suffering from chest and breast lymphedema. Bellisse, formed as a play on the founders' names, is derived from words found in the Oxford English Dictionary meaning "beautiful relief from pain."

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