



For Immediate Release:

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Best New Product: The Compressure Comfort™ Bra from Bellisse

**The revolutionary Compressure Comfort™ Bra wins top honors
at Spring MedTrade 2003**

Las Vegas, Nevada May 12, 2003..... Lisa Lindahl and Lesli Bell, partners in Bellisse, Inc. were all smiles at the Spring Medtrade Conference at the Las Vegas Convention Center as they received word that their Compressure Comfort™ Bra received the most votes for “BEST NEW PRODUCT” from medical trade professionals attending the convention.

Said Lesli Bell, “We’re delighted that our Compressure Comfort Bra was chosen as this year’s “Best New Product”. It’s our sincere hope that this recognition helps to raise awareness for the risks of and treatment options for chest and breast edema.”

Lisa Lindahl added, “Our goal is to spread the news about the comfort and improved quality of life that the Compressure Comfort™ Bra can offer to women affected by post surgical chest and breast edema. “

The patent-pending Compressure Comfort™ Bra was designed and developed by Lindahl and Bell in direct response to the unmet needs of women with chest edema. It deals effectively with the symptoms caused by lymphedema and other post surgical issues by providing gentle compression in the breast and chest area.

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"On behalf of Medtrade, we are pleased to present the "Best New Product" award to Bellisse, Inc. This year, there were 39 product entries competing for the honor. The Compressure Comfort™ Bra received the Merit Award, which is awarded for the product that *Improves Quality of Life*," said Cory Smith, show director for Medtrade.

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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