



Press Release

FOR IMMEDIATE RELEASE

Protective Travel Bag for Padded Bras

Vancouver, B.C. – June 2005 - Lumpy and bumpy in the boardroom can be the embarrassing result of a poorly packed or stored padded bra. FINALLY— **bra(g)** — a protective travel bag for padded bras that's simple to use, fabulous to look at, and guarantees to keep you in shape.

The three attractive styles, are functional (fits up to "C" cup and most "D" cups) and funky. **bra(g)** can be used when traveling across the country, to the gym for a workout or merely to keep in the dresser or closet at home. **bra(g)** users always look fabulous when they arrive – no matter where they go.

bra(g) was born out of necessity. When creator, Jane Webb, was traveling extensively, she would arrive at her destination to discover her best assets had become deficits! All attempts at strategic packing by making sure her shoes and products were no where near the bras; or stuffing the cups with socks; proved futile since the bras always managed to arrive crumpled. The bra crinkles could be seen through her clothes! Jane's sheer frustration, inconvenience and cost of having to run out to replace her bras, inspired the **bra(g)**.

bra(g) is so stylish, it's even being used as a purse! Reasonably priced at \$69.95 CDN, **bra(g)** will be available in lingerie stores across Canada in August 2005. It can also be purchased online at www.bra-g.com.

- 30 -

Media Contact:

Charlene Brisson
Dream Team Communications Inc.
604-688-8108
charlene@dream-team.ca



travel in style...arrive in form

Contact bra(g)

1-877-716-4739
info@bra-g.com
www.bra-g.com

bra(g)

the bra bag



bra(g)
about...

Functionality

The **bra(g)** makes packing and protecting your bras easy. Made with a protective outer shell and available in 3 fun and practical fabrics, the **bra(g)** is durable enough to withstand your travel adventures, and the sturdy case will ensure that your bras always *Travel in Style ... Arrive in Form.*

A **bra(g)** can fit up to 6 bras—up to size 'C' and most 'D' cups, depending on size and style. It's also great for at-home storage.

travel in style...

... arrive in form

Style

The **bra(g)** is so fun and funky—you may even want to use it as a purse! The design is so chic, you'll be sure to turn a few heads when carrying it!

Colours



(Pink Polka Dot)

Pretty in pink for the fun-loving flirty girl, this bra(g) is pink with black polka dots, with black frill and trim.



(Leopard)

Purrrrr ... This luxurious cream colored bra(g) with leopard print trim, is sure to bring out the animal in everybody!



(Classic Black)

This 'take-anywhere' bra(g) is in classic black, accented with an elegant white chiffon frill.

Contact bra(g)

1-877-716-4739

info@bra-g.com

www.bra-g.com



Jane Webb

Manufacturer and Distributor of bra(g)

When travelling regularly Jane Webb secretly dreaded packing... not because of the work - but because there was one item that caused a constant headache... her bras with the padded cups! Beautiful to wear, a pain in the neck to pack; these little garments first need to be folded with the cups neatly inside each other, then stuffed with socks to make sure they keep their shape. And finally there's the suitcase placement; they can't be packed near anything hard like shoes, purses or the case's edges because they are so easily crushed or bent and ruined. What a pain!

Jane's husband got tired of hearing her complain and asked if there was anything on the market designed for packing these bras for travel. So she took a look. She searched in lingerie stores, department stores, travel stores, the internet and found absolutely nothing! Every store clerk she spoke to said they didn't carry anything suitable but said, "What a great idea!"

That's how the idea for the **bra(g)** began...out of sheer necessity. When she started researching the bra market she realized that it was literally busting at the seams. The potential for her unique idea was enormous!

Jane had no manufacturing or formal business training so she enrolled in a self-employment program. She is the mother of 2 young children, and didn't think she would find the time to start a business. But once the program started, so many doors began opening she could hardly keep up. It was then she realized that her dream could actually become a reality and what's more - she was learning the tools to make it happen. With the support of her husband, family and friends, Jane launched **bra(g)**... the protective travel bag for padded bras.

Now 18 months later, **bra(g)** is a huge success. With production in Hong Kong, her first shipment is due to arrive in August 2005, and there are already 30 stores across Canada who will sell her **bra(g)** product.

If she isn't busy enough already with two young children, Jane has attracted media attention and is being filmed on her road to success by the acclaimed CBC Venture series!



Contact bra(g)

1-877-716-4739

info@bra-g.com

www.bra-g.com