

FOR IMMEDIATE RELEASE

Compassionate Pricing for Sitting Pain Garment

Irvine, CA, July, 26, 2010. Financial hardships for Cancer and HIV patients caused by the economy and their illness has led Terry Delonas, cofounder of LipoWear to announce compassionate pricing policy for SitRelief Shorts, a pain relieving, padded undergarment designed for selected patient populations that experience significant sitting pain. This includes people with HIV, cancer and seniors as well as others.

Delonas reported “Many of our customers have had their income compromised by their health conditions and the current economy and we have decided to make our product more affordable while we are in the process of getting a Medicare code which will allow reimbursement. We will be reducing the price to 50% of the suggested retail price for as long as possible to help these customers.”

“As an AIDS and cancer patient myself, I understand the challenges faced by many of our customers and we are dedicated to helping them” said Delonas.

The clinically tested padded shorts (Patent Pending) are highly effective and alleviate sitting pain, a debilitating problem common to several patient populations. Sitting pain is caused by fat and muscle wasting in the buttocks resulting in crushed nerves when sitting and causes the withdrawal from many daily activities which contribute to the quality of life.

SitRelief Shorts are available at www.lipowear.com.”



The padded undergarment was clinically tested in patients with lipoatrophy and sitting pain by physicians in southern California. Baseline sitting comfort was 11 minutes and dramatically increased to an average of 3 hours with the padded undergarment. Patients returned to abandoned activities and the Quality of Life Survey improved

significantly in multiple areas including: Physical, Social and Cognitive Function. In addition, the undergarment restored a normal body contour resulting in clothing fitting better.

The LipoWear team is dedicated to the elimination of sitting pain for lipoatrophy sufferers and donates 10% of corporate profits to AIDS Service Organizations.

About LipoWear

LipoWear, LLC, develops therapeutic clothing products for selected patient populations, including seniors, cancer and HIV which address specific debilitating problems common to these patient populations. Company founders include Terry Delonas, Joann Reina and Joe Bollert, PhD.

Contact info:

Joe A. Bollert, PhD

Cofounder

LipoWear, LLC

2102 Business Center Dr., Irvine, CA 92612

Telephone: 714-323-2116

Fax: 413-410-0120

Email: jbollert@lipowear.com

www.lipowear.com