

FOR IMMEDIATE RELEASE

New Product for Women with Sitting Pain Launched

Irvine, CA, April 22, 2010. Joann Reina, cofounder of LipoWear, announced the availability of the women's version of SitRelief Shorts, a pain relieving, padded undergarment designed for selected patient populations that experience significant sitting pain, including people with HIV, cancer and seniors as well as others.

Reina reported that "Since the launch of the men's version of SitRelief Shorts last spring, women with significant sitting pain have been contacting us and asking for a version for them. I am pleased to announce that the Women's SitRelief Shorts are now available at www.lipowear.com." "We have even had women buying the men's version to obtain relief. Now we can help them with a more appropriate padded undergarment for women and dramatically improve their Quality of Life" said Reina.

Some examples of customer comments include:

"I have been suffering with fat and muscle loss in the buttocks for many years. When I sit on a hard surface I feel myself sitting on bone. Thank you, thank you, thank you. You're a God-send."

"Last night I gave my SitRelief Shorts the ultimate test. I attended a graduation ceremony at a football stadium. The seats were made out of concrete. I was so glad that I was protected from the hard seating and was comfortable for the entire time. It made me a believer in your product. Thank you so much."

"Great pain relief. I'm now feeling a bit zealous in promoting the shorts as a social service; as public interest cause."

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.



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.

The company web site, www.lipowear.com is available for additional information and SitRelief Shorts are available for customers online.

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