

For Immediate Release:

myLACYS Celebrates Product Launch with Introductory Pricing Specials for Its Entire Lingerie Line

SAN CLEMENTE, Calif., April 19, 2007—myLACYS, a unique and innovative brand of women's lingerie, today announced new introductory pricing to kick off its product launch. myLACYS are available exclusively at www.myLACYS.com.

Targeting active women of all ages, myLACYS offers flattering styles such as bikinis, French cuts and thongs, in a new, patent-pending nanotechnology fabric that eliminates slight moisture issues women may experience. myLACYS was created by inventor Carol Barge because no other lingerie product existed that offered protection but was feminine and youthful.

Regularly priced at \$19.99 each, myLACYS are now offered at \$13.99 each for the bikini and French cut styles, \$12.99 each for the thong, and \$14.99 for the boy short and brief styles. Each of the five styles is available in black, white and beige. Introductory pricing will continue for a limited time as the product is introduced.

“Initial reaction to myLACYS has been excellent – we've confirmed there are a variety of reasons why women will want to wear our products. From youth-minded adults to seniors, myLACYS provide confidence, comfort and, I'm happy to say, great style!” explained Barge.

“I'd love women everywhere to try a pair and see for themselves – that's why we are offering this special introductory pricing. With such a substantial savings, it's all the more reason to see for yourself why these panties are a wonderful new invention,” added Barge.

Launched in March, myLACYS lingerie is still the only product of its kind on the market, using high-technology fabrics combined with a thin, discreet pad to offer slight moisture protection. It is a chic and environmentally friendly alternative for women who wear daily disposable liners.

About myLACYS

Created by innovator and entrepreneur Carol Barge in San Clemente, Calif., myLACYS is an underwear line offered as a breakthrough alternative for women who purchase daily, disposable panty-liners. Utilizing high-tech, anti-microbial and odor-reducing fabrics, this underwear is designed to provide protection for women as they go about their daily activities. Designed with fashion in mind, myLACYS underwear's patent-pending innovation is a thin sewn-in panty-liner that quickly absorbs and traps unwanted moisture to keep women dry, confident and worry-free. Unlike disposable panty-liners, myLACYS are washable and dryable, making them friendly to the environment. For more information on myLACYS, call toll-free (800) 968-4098 or visit <http://www.myLACYS.com>.

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