



Strike A Pose In Hose Fashion Meets Function with Solidea®

New York (March 30, 2007) – Solidea, a global provider of the finest imported Italian support stockings and compression hose, presents a luxurious collection offering light support leg wear for men and women as well as a line of support hosiery with a variety of compression levels. For expecting mothers, a wide selection of styles is available to reduce cellulite, soothe swollen ankles and increase blood circulation. The unique knitting technology of Solidea's hosiery delivers highly durable design and elegant materials that perform lifestyle enhancing functionalities. LYCRA® fiber enables these figure-flattering pieces to follow the natural movement of the body, guaranteeing a perfect and comfortable fit.

MicroMassage

MicroMassage is the only clinically proven hosiery to aid in cellulite reduction. The patented breakthrough advancement from Solidea improves health and appearance of legs, thighs and hips. This innovative technology actively reduces fat deposits, known as cellulite, by synchronizing with the individual's natural body movement. This process encourages circulation on skin and fat tissue; stimulating drainage of fluids and causing the orange peel. As a result, cellulite is reduced; skin looks better and muscles are toned.

Compression Hosiery

Wearing graduated compression stockings has been clinically proven to effectively prevent blood clots and varicose veins, which are enlarged vessels that are close to the surface of the skin caused by added pressure in the legs or affected body part. Recommended by physicians, compression hosiery relieves many uncomfortable symptoms perceptible in the legs for expecting mothers. It may also lessen fatigue and heaviness. Graduated compression stockings are tightest at the ankle gradually becoming looser as it goes up. This helps reduce swelling and augments the calf-muscle-pump, improving blood flow through the deep veins.

Solidea's hosiery line also offers sheer and elegant knee highs with moderate graduated compression for avid travelers. Solidea's travel socks help to reduce deep vein thrombosis (DVT), a blood clot that develops in a deep vein, usually in the lower leg. There is evidence that long haul flights (flight lasting four hours or more) may increase the risk of developing DVT. The risk is a result of prolonged immobility, which can happen during any form of long distance travel; whether by car, bus, train or air.

FOR IMMEDIATE RELEASE

Contact: Christina Halper

KMR Communications, Inc.

Phone: 212.213.6444

christinah@kmrpr.com



Strike A Pose In Hose Fashion Meets Function with Solidea®

Maternity Pantyhose

Solidea provides solutions for expectant mothers who are suffering from oedemas and excess cellulite. The company's Maman collection includes the Wonder Model Maman 140, Magic Maman 70 and the Magic Panty Maman.

- Wonder Model Maman 140. Maternity pantyhose designed to provide the ultimate in comfort, fit, style and health for the lower body. Graduated leg compression effectively prevents ankle swelling and water retention while preventing varicose and spider veins, a high risk during and after pregnancy. Expandable, flat seams, soft tummy control with its special built-in abdominal support gives excellent support and added protection to a growing tummy. Glamorous lace thigh support. Gentle comfort waist-band. Exclusive cotton soles are designed to give added massage and relief to the feet. Cool cotton hygienic gusset.
- Magic Maman 70. Plain knit sheer tights with graduated compression. Cellulite-control top manufactured with patented micro-massage system. They prevent oedemas to feet and ankles, relieving circulatory problems. A comfortable pouch with supporting band gently embraces the growing belly.
- Magic Panty Maman. Patented comfortable anatomical girdle for expectant mothers, with micromassaging cellulite-control effect. Elastic and shaping, it promotes blood circulation, reduces water retention and controls cellulite. The comfortable stretchable pouch with reinforced band embraces the growing belly. The soft waistband does not constrict the stomach.

“Solidea was designed with the everyday, active woman and man in mind,” stated Enzo Pinelli, inventor of Solidea. Pinelli continued, “Our collection, which includes Pantyhose, Maternity pantyhose and shapewear products, embraces the natural movement of the body, offering elegance, comfort and support.”

Solidea products range from \$24.95 to \$99.95 and can be purchased online or at local specialty stores worldwide. For more information, please visit www.solideausa.com or www.legluxe.com, the U.S. distributor.

About Solidea®

Solidea® of Italy presents a new luxurious collection of leg wear and shape wear. This collection embraces a palette of gorgeous colors with figure enhancing styles. The Solidea® brand fuses tangible luxuries with hidden perks. The MicroMassage collection provides elegant shaping as well as toning and smoothing of the skin. The leg wear, designed with energizing support helps people on the go ... get going.