

FOR IMMEDIATE RELEASE

AIDS Survivor Helps Others Around the World with Debilitating Problem

Irvine, CA, July 9, 2009. Terry Delonas, long time AIDS and multiple cancer survivor, announced the initiation of international sales of LipoWear's first product, SitRelief Shorts, a pain relieving, padded undergarment designed for selected patient populations, including HIV, cancer and seniors patients.

Delonas, cofounder of LipoWear, announced that "Sales of SitRelief Shorts have commenced in several countries outside of the US. Since we are selling online, it is natural to expect people around the world with sitting pain would be searching for solutions. We are pleased that customers in the UK, Spain, Venezuela and Canada have found SitRelief Shorts."

In the US, customers from around the country have purchased SitRelief Shorts. "Their comments have been very gratifying as the shorts allow people with a serious sitting pain problem to comfortably participate in everyday activities that mean so much to the quality of life" said Delonas. "Some examples are:

"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."

"I used them for a 250 mi. motorcycle ride last Sunday and they worked well."

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

Delonas reported "We knew there was an unmet need for a discreet sitting pain solution. These customers are verifying our initial estimation of the ability of SitRelief Shorts to positively impact lives."

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 HIV+ male patients with lipoatrophy and sitting pain by HIV 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 HIV 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.

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