

FOR IMMEDIATE RELEASE

AIDS Survivor Helps Others with Debilitating Problem

Irvine, CA, June 25, 2009. Terry Delonas, long time AIDS and multiple cancer survivor, announced the launch of a new company, LipoWear, LLC, a therapeutic clothing company, and its first product, SitRelief Shorts, a pain relieving, padded undergarment designed for selected patient populations, including HIV, cancer and seniors patients.



Mr. Delonas reported “I personally suffered the debilitating effects of lipoatrophy in the buttocks and sitting pain for several years and witnessed the problems in many others in the HIV community. I felt there was an important unmet medical need to relieve this suffering”. It is estimated that 60+% of people treated long term for HIV have varying degrees of sitting pain.

The clinically tested padded shorts (Patent Pending) are highly effective and alleviate sitting pain, a debilitating problem common to these patient populations. Sitting pain is caused by fat and muscle wasting in the buttocks resulting in crushed nerves when sitting and results in 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. Dr. Jorge Rodriguez, lead investigator at Orange Coast Medical Group in Newport Beach, reported “the impact of sitting pain in patients with lipoatrophy of the buttocks is significant and dramatically affects their quality of life. Baseline sitting comfort was 11 minutes and dramatically increased to an average of 3 hours with the padded undergarment”.

Dr. Korey Jorgensen, Laguna Beach Community Clinic, reported “his patients benefited significantly with pain relief and the ability to return to activities previously abandoned”.

The University of California Irvine, Center for Statistical Consulting analyzed the clinical trial data. In addition to significant sitting pain relief, there was dramatic improvement in multiple parameters of an HIV Quality of Life Survey including: Physical, Social and Cognitive Function.

Patients reported being able to participate longer and concentrate better in a wide variety of activities as a result of sitting pain relief. In addition, the undergarment restored a normal body contour resulting in clothing fitting better. "The comments we received from volunteers in the study were heart warming and inspirational" said Mr. Delonas. They included: *"I can't imagine life without them"*, *"The Shorts changed my life!"*, *"Great sitting pain relief"* and *"Feel good about appearance for first time in a long time"*.

Mr. Delonas serves on the boards and committees of several AIDS Service Organizations and is the recipient of multiple AIDS services awards. 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 now 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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