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Press Release  
Nathan Keene  
for CASS Luxury Shapewear

FOR IMMEDIATE RELEASE

CASS Luxury Shapewear launches Euro Web site

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(New York City) U.S. apparel house CASS Luxury Shapewear has announced the launch of its dedicated Web site for Europe and Canada. Known domestically for stylish shaping tops, bottoms, body suits and dresses, CASS now sees surging demand among European and Canadian women as well.

"We're very happy to find ourselves at the forefront in shapewear internationally," said CASS Luxury Shapewear President Susan Ledyard. "Back in 2005 we saw U.S. demand explode for fashion forward shaping garments; now we see the same explosion across Canada and Europe. A Web site especially for them just makes good common sense."

Ledyard ascribed CASS' growing allure overseas to the clothes maker's elegant mastery of advanced fibers and knits. "I think one reason Europe especially has fallen in love with CASS is their appreciation for garment quality and design," she explained. "CASS finally makes shaping garments look and feel as great as they work, and now we've spent the past year and a half charting new territory."

Ledyard's foreign distributors concur. "Stores just keep ordering more CASS," remarked Luc Van Dyck of Belgian-based distributor Van Dyck & Partners. "Susan's garments put seamless knitting, advanced yarns and dye processes into a plush fabric with superior shape retention. They hold securely without squeezing you like Grandma's girdle. And of course they look fabulous no matter how you choose to wear them."

CASS will roll out the site by the beginning of April for shoppers in English speaking Canada, the U.K. and Scandinavia followed by Francophone Canada and France, with the Netherlands, Belgium and Luxembourg completing the first phase. "Ultimately we'll reach all 27 European Union countries," Ledyard said. "From there I'm very optimistic where else this brand can go."

CASS Luxury Shapewear <[www.cassandco.com](http://www.cassandco.com)>  
238 Old Kennett Road  
Kennett Square, PA 19348  
Contact Kelsey Miller  
(610) 444-7555  
re.: April 2010 European Web site launch

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