



FOR IMMEDIATE RELEASE

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**Cindy Johnson, Denver's Lingerie Expert
Live on Weekend TODAY
Saturday, March 29th**

Denver, CO – March 29th, 2008 - National lingerie expert and SOL co-owner, Cindy Johnson, will be on Weekend TODAY this Saturday March 29th. Spring is right around the corner and soon women will want to wear their fabulous summer tops that look great, but need the right bra to make them work. Cindy will show how to fight those Warm Weather Woes and Make Your Bra Invisible.

With over 20 years of experience fitting bras, Cindy's passion and love of the product has helped propel SOL to be one of the top lingerie specialty stores in the country. Her input and ideas are sought by national and international vendors including Natori and Chantelle for product development and improvement, fit quality and sales techniques. What makes Cindy unique from other experts in the industry is her constant contact with customers and product. She is on the sales floor everyday fitting women, and thus able to provide first hand experience on product fit, customer feedback, new styles that are working or not, and most importantly, why not.

Cindy Johnson is a charismatic, creative businesswoman who has intimate knowledge of what is involved in making lingerie fun, comfortable and accessible to women. Every day Cindy's mission and the mission at SOL are to provide women with beautiful, comfortable, perfectly fitting bras and sleepwear while offering a superior level of customer service.

Founded in 1997 by two sisters, Cindy Johnson and Jeanie Peterson, and located in Denver's prestigious Cherry Creek North shopping district, SOL is one of the cornerstones of the area's independently owned boutiques and offers an exquisite collection of lingerie including pajamas, loungewear, robes, camisoles, bras and panties. SOL designers include Hanky Panky, Marie Jo, Prima Donna, Natori, Fernando Sanchez as well as other distinctive pieces designed exclusively for SOL. Open Monday through Saturday 10AM to 6PM. Shop online at www.SOLLingerie.com

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