



FOR IMMEDIATE RELEASE

Janelle Kenny, PR Director
303-548-4731
janelle@SOLLingerie.com

**“Your Best Friend Thinks You Need a New Bra”
“Lose 10 lbs in 5 Minutes”**

Denver, CO – September 10, 2008 – Cindy Johnson, SOL co-owner and lingerie expert, is back in the national spotlight this weekend with two segments on NBC’s Today Show. With over 20 years of experience fitting bras, Cindy’s passion and love of the product has helped propel Denver’s SOL to be one of the top lingerie specialty stores in the country.

On **Saturday, September 13th** watch Cindy pull women from the plaza who have been nominated by their best friends for needing a new bra! She will perform bra makeovers and show the difference a great bra makes on the womens’ clothing AND confidence.

- Weekend TODAY Show, September 13th airing between 6-7am MST.

Monday, Sept 15th, Cindy will chat with Kathy Lee Gifford and Hoda Kotb during the fourth hour of the Today Show. She’ll choose 3 unsuspecting gals from the plaza and show them how they can Lose 10lbs in 5 Minutes – just by changing their bra! Tune in to catch the reveal!

- TODAY Show, September 15th, airing between 11am-12pm MST.

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 areas’ 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