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FOR IMMEDIATE RELEASE

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**CASS LUXURY SHAPEWEAR LAUNCHES COMPANY WEBSITE IN
SOPHISTICATED FASHION – www.cassandco.com**

Designed in the company's fresh sophistication, CASS' new Site is engaging, informative and elegant. Live as of October 18, 2007, customers will navigate effortlessly through the fashionable, functional and slimming product lines: INVISIBELLAS® shapewear, WEAR REPAIR anti-aging shapewear, and CASS Swimwear. New styles and colors are able to be purchased, along with tried and true best sellers, directly on-line.

CASS enables fashionable women everywhere to slim down and confidently show their sleeker silhouettes. By "stepping into and pulling up" CASS luxury shaping tops, bottoms and dresses, women have a stylish and comfortable solution to smoothing unsightly back bulges and panty lines. Made entirely in the U.S.A and triple checked for quality, CASS garments are 100% guaranteed to satisfy and quick to ship.

Founded in 2004 by designer Susan Ledyard, CASS is currently sold in 1500 upscale boutiques, Lane Crawford, Bloomingdales, Bliss World catalog and online via www.cassandco.com. For more information visit the website, email sales@cassandco.com, or call 302-652-6303.

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