

## **Medelita's Innovative New Web Site Features High Performance Men's Lab Coats**

*New, state-of-the-art e-commerce site showcases new men's lab coat collection, complements existing site*

December 22, 2009 (FPRC) -- Medelita®, maker of breakthrough performance medical apparel and uniforms, introduces a brand new Web site to showcase its recently launched men's lab coat collection. The Medelita Mens Web site is designed for customers purchasing medical apparel for male clinicians, and features a convenient shared ecommerce site with the company's flagship women's line. Individual customers, as well as hospital and clinics ordering from multiple product lines, can easily place orders from both sites, in a single shopping cart.

"We original set out to meet the needs of female clinicians. Although women in medicine have come a long way professionally, they previously had no alternative to the boxy, ill-fitting unisex medical apparel, representative of a time when men dominated the field," said Lara Manchik, founder, Medelita. "It became obvious that men were also looking for the same improved fit, performance fabrics, and up-to-date styling of their uniforms, which are worn an average of more than 2,000 hours per year. We are pleased to present our new advanced performance men's line via an equally modern, state-of-the-art web site."

The Medelita Men's Collection of medical apparel includes three styles of lab coats: The Osler, the Laennec and the Fleming. In addition, Medelita men's medical scrubs will be available in mid 2010, as well as a line of quality medical clogs. Must-have accessories for the medical professional such as Amodex® stain remover, also are available to order on the site. The new site gives customers the ability to order multiple garments, with or without embroidery, as well as gift certificates in multiple denominations.

By design, the Medelita Men's web site features all of its signature lab coats on a separate site from its women's line. Medelita is among one of the few, innovative apparel companies that enables online customers to shop two stores that share one checkout system. By separating the gender specific content, customers can browse and shop two different brands without leaving the site or incurring additional time and expense (on shipping) when ordering from both the men's and women's stores. The unique presentation of Medelita Men's site further differentiates it from other ecommerce sites, whose family of brands are often not available in a common shopping cart platform.

In addition, new customers to Medelita Men's receive free shipping on their orders, along with the unparalleled Professional Courtesy Guarantee™. Owing to the company's emphasis on quality and its customer-centric philosophy, Medelita Men's inherits the company's relentless pursuit of excellence.

All Medelita lab coats are hand sewn in the U.S. using 100 percent pre-shrunk cotton, representing a significant improvement over traditional polyester/cotton blend lab coats with limited breathability. The lab coats feature a modern tailored fit, with finished inside seams and advanced fabric technology for unparalleled soil, stain, fluid and wrinkle resistance. While each style of Medelita Men's lab coat is designed for a specific use, they are all available in contemporary menswear sizes

36-52.

DuPont™ Advanced Dual Action Teflon® fabric protector provides a repel-and-release technology that aggressively fights stains, helping lab coats maintain their crisp, white appearance and luxurious feel. Water- and oil-based spills are repelled by an invisible molecular barrier around the individual fibers, while liquid spills (including blood) bead up and roll off. Residue is wiped away easily or blotted with a clean cloth. Ground-in stains are quickly released during laundering or dry cleaning. Medelita men's and women's lab coats upend the idea that "one-size-fits-all" when it comes to medical apparel.

#### About Medelita

Medelita has one purpose: to reinvent the way women and men of all healthcare professions present themselves at work by offering the highest quality, best fitting, and most comfortable medical apparel available, including women's lab coats, men's lab coats, embroidered lab coats and medical scrubs. Medelita caters to medical professionals who want their uniforms to embody the poise and confidence already displayed from within. For more information, visit our websites at <http://www.medelita.com> or <http://www.medelita-mens.com>, or call 877.987.7979.

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