

Medelita Announces Record Second Quarter Performance



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Medical apparel maker attributes sales growth to increasing reorder rates, high customer satisfaction

SAN CLEMENTE, Calif., July 8, 2009 -- Medelita®, maker of breakthrough medical apparel for female clinicians, today announced that its second quarter fiscal year 2009 revenues have increased 119 percent, over last quarter. Medelita has been in business just over one year and sells its innovative lab coats and medical scrubs direct to consumers online, through authorized resellers and wholesale. In addition, the company sells its lab coats and scrubs at national and regional medical conferences.

"The economy has not slowed the growth of Medelita, with our second quarter seeing a 119 percent increase in revenue from our online and medical conference sales," said Joe Francisco, chief operating officer, Medelita. "We are experiencing a tremendous conversion rate through our ecommerce channel and what's even more impressive is the rate of returning visitor conversion, which is up almost 73 percent."

Returning visitor conversion rate is up 72.50 percent, from 7.82 percent to 13.49 percent. This significant increase reflects the strength of Medelita products in a marketplace that offers limited choices for quality lab coats and scrubs.

Satisfied customers are returning to purchase new styles and additional colors, steadily replacing their existing medical wardrobe with Medelita products. The company attributes the garments' high value and performance to building a solid return clientele base and is receiving unsolicited testimonials about its products superiority, fast turnaround and courteous customer service.

Medelita's innovative approach to medical apparel was born out of necessity when founder, Lara Manchik, emergency room PA turned entrepreneur, failed to find alternatives to the frumpy, unisex medical apparel made for the male figure and representative of a time when men dominated the field.

Made from 100 percent high-denier cotton, Medelita lab coats are designed specifically for women with a focus on fit and function. The fluid resistant lab coats are treated with Advanced Dual Action Teflon® fabric protector, which allows fabric to repel and release stains. Tailored for a feminine shape, the coats feature traditional side slits, French finish inside seams and hidden inside pockets that are great for carrying handheld devices and mobile phones.

In addition to high quality lab coats, Medelita provides a line of performance women's healthcare apparel, including clinician scrubs and nursing scrubs, which are available for purchase at www.medelita.com.

About Medelita

Medelita has one purpose: to reinvent the way women of all healthcare professions present themselves at work by offering the highest quality, best fitting, and most comfortable medical apparel available, including [lab coats](#), [women's lab coats](#), women's scrubs and [medical scrubs](#). Medelita caters to professional women who want their uniforms to embody the poise and confidence already displayed from within. For more information, visit our website at <http://www.medelita.com> or call (877) 987-7979.

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