

Medelita Selected by U.S. Department of Commerce to Attend Medica 2009



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Innovative medical apparel company to exhibit at international medical conference

SAN CLEMENTE, Calif., July 28, 2009 -- Medelita®, maker of breakthrough scrubs and lab coats for female clinicians, today announced that it has been selected by the United States Department of Commerce to participate in Medica 2009, a leading international trade fair for the medical industry, which will be held in Dusseldorf, Germany, November 18-21. Medica 2009 is comprised of more than 135,000 individuals, representing over 100 countries, that come to learn about current and future trends in both in-patient and out-patient care.

"As the largest medical trade show of its kind, Medica 2009 is the ideal venue for us to launch a new product line and showcase current Medelita products to an international audience," said Joe Francisco, chief operating officer, Medelita. "We are extremely pleased to have been selected as one of an esteemed group of companies, to attend this year and showcase our unique lab coats and scrubs."

Medelita is one of only ten U.S.-based medical supply companies invited to attend Medica 2009 and exhibit with the U.S. Department of Commerce, Office of Textiles and Apparel (OTEXA). In a recent statement, OTEXA reports that the medical textiles segment of the medical sector is experiencing one of the highest expansion rates in the technical textile market. According to recent research, over the next few years the world market for technical textiles and industrial nonwovens will increase by 3.8% per year – a volume value of nearly \$126 billion.

In a bid to capture its share of this growing market, Medelita will be exhibiting its innovative medical apparel at the OTEXA USA Sample Pavilion. The company plans to introduce its men's line of lab coats at Medica 2009. Medelita products are available direct to consumers and through its retail channels. Wholesale orders also are available to hospitals and large groups.

Made from 100 percent high-denier cotton, the Medelita [lab coat](#) is 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.

NOTE TO EDITORS:
Medelita will be exhibiting at the USA Business Information Office, set up by OTEXA, E10, Hall 16. To schedule a SKYPE pre-briefing, please email joe@medelita.com or call 1-877-987-7979.

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 and women's [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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