

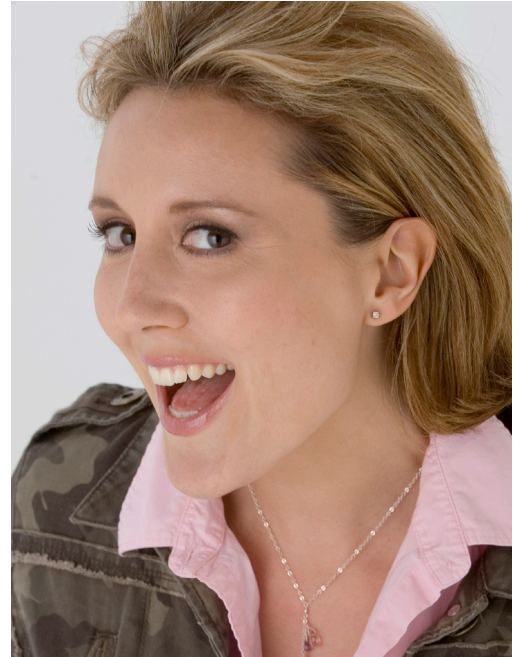


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TA-TAS® BRAND CLOTHING PUTS THE FUN INTO THE FIGHT OF BREAST CANCER Innovative Apparel Company Celebrates Life With Humor

It's been said that laughter is the shortest distance between two people — just ask Julia Fikse, founder of the unique apparel company ta-tas®. Her sassy, playful line of T-shirts and accessories are emblazoned with messages like “Save the ta-tas” each feature the signature breast cancer awareness pink ribbon. Since its inception in 2004, ta-tas has quickly evolved into a tour de force in the fashion industry, along with a well-deserved reputation as a serious fundraiser for breast cancer research, donating 5 percent of each sale to breast cancer research — a commitment to the cause that's put the young company in the ranks of major breast cancer contributors like Michael Kors, Cartier, Keds and Van Cleef & Arpels.

Fikse, a seasoned accessories designer for major fashion brands from Adidas, Levi's and Jessica McClintock, developed the brand while working on a concept for a new T-shirt line. Members of her own family had been diagnosed with breast cancer, faced mastectomies and had been gravely concerned that as a result of the surgery their marriages could be in jeopardy, or they would no longer be attractive women. However, Fikse had always been a firm believer in laughter as the best medicine, as well as the importance of maintaining a positive spirit, and thus the concept for ta-tas was born. Thanks to the inspiration of her own



family and so many others bravely facing this kind of challenge, the focus quickly became ta-tas...*For Life!* Since then, Fikse has been thanked by countless women who share that their self-esteem has received a huge boost from wearing ta-tas clothing, and from families of both victims and survivors who've shared testimonials of hope and humor stemming from her unique designs.



“There are so many things that I hope ta-tas’ message will mean to different people,” says, Fikse, who runs the company with her husband Craig. “For women who have faced breast cancer surgery, we hope it brings a message of laughter in the face of adversity; to families who have lost a loved one, we want to bring a joyful spirit to

celebrate the life of someone they cherished; and for women and others who may never have even thought much about breast cancer, it's an opportunity to think about this disease, fight it and spread the word to others — in a spirit of humor and love. We believe that in working together, we can inspire others to join together in a positive way and recognize that as a team, we can really make a difference.”

Did the idea of putting the words “ta-tas” on a T-shirt meet with unbridled enthusiasm from the fashion industry and breast cancer organizations from the very start? Not always. However, according to Fikse, the company’s legitimacy has been validated by doing what is set out to do — create a life-affirming, fashion-forward focus, and giving a portion of each sale, not just profits, directly to the cause.

“More and more women and families are embracing the idea, giving our products as gifts and wearing our shirts and accessories to important breast cancer events. We’re even starting to see humorous billboards on the issue, and I feel that ta-tas has played a role in paving the way for that kind of direct and honest messaging about this disease,” says Fikse.

ta-tas is a major sponsor for the Revlon Run/Walk and other key industry events devoted to curing the disease. As a matter of fact, ta-tas was prominently featured on all registration packets for the 2007 Revlon events. According to Fikse, the company plans to diversify both its financial support and its product lines moving forward — so keep your eyes peeled for a creative new sportswear line in the near future. And when you see a shirt that proclaims “Caught you looking at My ta-tas,” you’ll know it’s a true message of humor and hope.

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