

SVOBODA

FOR IMMEDIATE RELEASE

SVOBODA's Big, Bold Summer Styles Receive a Big, Bold Welcome in Stores and Showrooms Coast to Coast

A splashy New York showroom, a brilliant new summer line and national retail availability in three department stores sets a momentous tone for SVOBODA in early 2006

LAS VEGAS—(February 21, 2006)—Scoring a fashion triple-play, SVOBODA today announced a bold new summer line, expanded retail availability with three national department stores, and a first-of-its-kind showroom opening in New York City. SVOBODA's of-the-moment selection of luscious knits and noteworthy denim has been introducing kick, color and flair to plus-size wardrobes across the country since late 2004. The new Summer '06 Collection will debut this week at MAGIC, and the New York showroom will open for appointments immediately.

Continuing the figure-flattering dark washes and clean trouser cuts introduced in the Spring Collection, the Summer '06 denim line also introduces new stylistic embroidery, studded detailing and slim-fitting motorcycle-cut jackets. In addition to a stunning selection of rich hues, the new knit line additions include a soft, sporty hooded coverlet, flirty ultra-feminine dresses, and a selection of work-by-day and party-by-night tanks and tees.

"All women are beautiful. They all deserve to find clothing that compliments their curves and lets their personality shine," explains SVOBODA founder and designer, Jessica Svoboda. "With each new collection, SVOBODA is building a more complete wardrobe that fits, flatters and defines women with fuller figures. We're breathing new life into plus-size fashion and the response has been nothing short of extraordinary."

Available globally at www.svobodastyle.com, SVOBODA will soon be even easier to find. This spring a medley of signature SVOBODA styles will roll out to Torrid, Nordstrom and Lord & Taylor stores in select markets. SVOBODA denim and knits are currently found at more than 32 independent boutiques throughout the United States, and internationally in Denmark, Singapore and Japan. Additionally, SVOBODA will be entering metropolitan markets throughout Europe, as early as mid April 2006.

SVOBODA is also making it easier for buyers to preview upcoming collections and get an advanced look at the new white-label and upscale lingerie lines with the grand opening of a showroom in the Big Apple. Created to provide a pulse-point for plus-size fashion, the New York showroom is a collaborative effort between such white-hot full-figured designers as Abby Z, Anna Schulz, Gayla Bentley, Darren Trentacosta, Polly Says and Dulce, a leading California-based plus-size boutique.

MAGIC and WWIN attendees are welcome to stop in for a Summer Collection preview at the SVOBODA booth, No. WS16225 in the North Hall of the Las Vegas Convention Center, or at Booth A2026 in the Amazon Room at the Rio Hotel & Casino. For more information on the upcoming collection, retail availability, or to book

(more)

an appointment at MAGIC, WWIN or in the New York Showroom, please contact Rebecca Holmes at (206) 852.0652.

About SVOBODA

SVOBODA is an Orange County-based boutique clothing design company that delivers flattering style and chic taste to the discerning, plus-size fashionista. Crafted exclusively for women size 14 and above, SVOBODA compliments curves and underscores an individual's personality with smart detailing, easy comfort and sophisticated yet fun styling. SVOBODA was founded in 2004 by Jessica Svoboda to combat the lack of stylish plus-size clothing and change the face of fashion. SVOBODA's clothing lines are carried in select boutiques and clothing retailers nationwide and are now available at www.SVOBODAstyle.com.

#

Media Contact:

Rebecca Holmes, Duo PR for SVOBODA, (o) 206.706.0508, (c) 206.852.0652, rebecca@duopr.com