



Hauer Corporation

Press Release

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Presented by:

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Press Release

For immediate release

Support Hose with Personality

Hauer Corporation offers new plus size support hose

NEW YORK, N.Y. – September 12, 2005 – Hauer today announced the addition of 'PERSONALITY' plus sized sheer support pantyhose. The new style is designed to fit women weighing up to 500 pounds, and come in sheer with a firming control top; in 12/15 mmHg compression and is available for immediate shipment. A firmer compression of 18/21 mmHg is still in the testing phase and will be available soon.

Plus-size consumers represent a significant share of the women's apparel market. NPD Shoppers Panel data found that the plus-size woman (classified as size 14 or larger) accounted for 27% of the apparel market in 2001, following growth of 11% between 1999 and 2000.

Plus-size women are no longer willing to settle for unflattering lingerie and hosiery. Additionally, market research shows more than half of American women wear plus-size hosiery.

Supermarket hosiery marketers took note. Kayser-Roth introduced No Nonsense Woman, designed to compete with Just My Size, which was previously the only hosiery line catering to this consumer.

"The fact that you can have a graduated compression pantyhose in these size ranges is unprecedented in the support hose market" says Max Hauer, President and co-founder of Hauer, "until now, plus sized women were not able to really enjoy the proven benefits of graduated compression hose because the existing products in the market didn't fit well or got worn out pretty quickly" he says.

"PERSONALITY is the ideal combination of function and fashion" Hauer says "it features both graduated compression and a body shaping panty that perfectly adapts to the sturdy body type" he says.

Personality is a perfect complement to *Solidea*® which was introduced in 2003. The support hosiery line not only provides women with clinically tested graduated compression hosiery it also comes in trendy styles and colors. "From *Miss Relax* knee highs to *Marilyn* thigh highs to *Naomi*, *Wonder Model* and *Venre* pantyhose, customers will always find a brand to suit their lifestyle" says Chany Landau, VP Marketing, Hauer.

"I was very impressed with the sample of the new Personality line" says Linda Mullinix, Administrative Manager for the Huntsville branch of Buckeye Home Medical, "its sheer enough and offers graduated compression and will make it possible to fit a market that we have previously been unable to accommodate" she says.



About Hauer Corporation

Hauer is a marketer of chic support wear for today's woman. The company focuses on support wear for leg health such as varicose and spider veins, skin conditions such as cellulite and stretch-marks and as well as a full line of maternity support wear.

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