

FOR IMMEDIATE RELEASE

Media Contact:

Regan Gillotte | Agency GLOW

Betts Fit Publicity Partner

Regan@agencyglow.com

Direct: +1.949.218.6928

New Sports Bra Offers Unprecedented Support, Comfort and Adaptability

The new Betts Fit Sports Bra stops the bounce, eliminates neck and shoulder pain points and relaxes after workouts with three-way adjustability and patented compression features

[San Francisco, Calif.] April 20, 2016 – The search for a sports bra that stops the bounce is finally over. Available now for preorder on www.bettsfit.com, the Betts Fit Sports Bra offers maximum support, comfort, adaptability for women who have struggled to find a supportive solution. The bra comes in cup sizes B-C, D, DD, DDD, G and H.

Created by personal trainer Catherine Betts, the Betts Fit Sports Bra provides ultimate support during exercise, and can be released and readjusted post-workout for a more relaxed fit. The bra features patented corseted compression and an adjustable bottom band, as well as custom-made bonded straps, which eliminate neck and shoulder pain by avoiding high traffic nerve sites. [Click here](#) to watch the Betts Fit Sports Bra's product launch video.

Betts set out to create a new kind of sports bra after developing debilitating neck and shoulder pain, postural problems and nerve pain from years of exercising and playing soccer without adequate support.

Studies have shown over 65 percent of women complain of breast discomfort during exercise due to excessive breast movement. The excessive movement can lead to ligament damage, sagging, or neck and back pain.

“For 16 years I struggled to find a sports that worked; sometimes I'd be wearing two or three sports bras at the same time,” said Betts. “When I realized I wasn't alone, I set out to create a bra to change women's lives.”

Inspired by four years of neuroscience education and a greater understanding of the damage women were suffering, Betts realized she needed to create a solution. Betts met with top bra designers and created hundreds of prototypes before designing the Betts Fit Sports Bra. Betts has secured a utility patent for the bras 3-way adjustability and has two additional patents pending on the design and corset locking device. She has also sourced cutting-edge fabrics and materials from Italy, France and Austria.

The Betts Fit Sports Bra's most technologically advanced features are the adjustable corseted compression and cord-locking device, which offer encapsulating and compressive technology to support women during workouts and loosen easily when additional support is no longer needed.

The bottom band and shoulder strap elastic is made with new bonding technology built at a specific tension to maximize support and comfort, with custom sliders to prevent slippage. Unlike with traditional racer back sports bra, the shoulder straps are one inch wide to avoid

pressure on high traffic nerve sites. The bra's sporty hook and eyes allow for easy release and removal.

"Bras influence how we feel and how we move every day," continued Betts. "If you're a woman who wears a B to H cup who has struggled to find support, this sports bra will change your life."

About Betts Fit, LLC

Based in San Francisco and Lake Tahoe, California, Betts Fit creates sports bras that offer support, comfort and adaptability to achieve a perfect fit at all times. Betts Fit's mission is to create products that support proper movement mechanics and ergonomically make sense. For more information see www.bettsfit.com.

#