

FOR IMMEDIATE RELEASE

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SWIMSUIT CATALOG COMPANY TO DONATE PROCEEDS FROM POST-MASTECTOMY SWIMSUITS TO SUSAN G. KOMEN FOUNDATION

HELPING SURVIVORS HELP OTHERS DURING BREAST CANCER AWARENESS MONTH

During the month of October, World Wide Aquatics will donate \$5 to the Susan G. Komen Foundation for every post-mastectomy swimsuit sold.

World Wide Aquatics, an online and direct mail catalog company, sells swimwear and other products for water sports. Started in 1973, the company is the largest direct seller in the country of water sports apparel and equipment. Among the broad product line the company sells many niche products that consumers have a hard time finding. These include post-mastectomy swimsuits for breast cancer survivors, maternity swimsuits, plus size swimwear, tan through swimsuits, lifeguard suits, triathlete wear. Sports Illustrated for Women rated the company's web site as the top pick and only 5 star website for swimwear:

<http://www.worldwideaquatics.com/catalog>

Marc LeVine, president of World Wide Aquatics, states, "*We get many comments from cancer survivors that they are grateful to have found our site or catalog. Swimming is one of the healthiest exercises you can do, and many survivors have made a commitment to swimming as a way to maintain their health. And it is almost impossible to find a special post-mastectomy swimsuit in the non-summer months. We created this promotion to encourage and support our customers, and to be able to contribute to the eradication of this life-threatening disease.*"

Many women choose not to have breast reconstruction, and therefore might choose to wear a prosthesis. Exposing oneself in a swimsuit is often a major concern for post-mastectomy women. Therefore, post-mastectomy swimsuits are specially constructed with a sewn-in pocket on both sides of the bustline to allow a prosthesis or swimform to be worn securely and

confidently. They typically are cut slightly higher at neckline and around armholes for modesty and comfort. Some swimsuits come in Lycra, while others are made of nylon/lycra blends for durability in chlorinated water.

World Wide Aquatics chose the Susan G. Komen Foundation (www.komen.org) to be the recipient of the donation, as they are the leader in research for breast cancer. For eighteen years, the Susan G. Komen Breast Cancer Foundation has provided funding for basic, clinical and translational breast cancer research and for innovative projects in the areas of breast health education and breast cancer screening and treatment.

An estimated 192,200 new invasive cases of breast cancer are expected to occur among women in the United States during 2001. An estimated 40,200 women will die from breast cancer. Though rare in men, breast cancer accounts for 31% of all cancer diagnosed in women. It is estimated that 1,500 men will be diagnosed and 400 men will die of breast cancer during 2000. Breast cancer is the leading cancer site among American women and is second only to lung cancer in cancer deaths. Breast cancer is the leading cause of cancer deaths among women ages 40-59.

Any post-mastectomy suits sold during the month of October, Breast Cancer Awareness Month, will fund a \$5 donation to the Susan G. Komen Foundation. *"This program offers a double benefit: It allows breast cancer survivors to buy a product to promote their own recovery and health, while allowing them to make a contribution to an organization whose goal is to eliminate breast cancer,"* says LeVine.

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