

SPANX®

BY SARA BLAKELY®

SPANX® Springs Forward with New Active Innovation

SPANX® is helping women shape up this spring with a selection of innovative new additions to the slimming activewear collection. The shapewear giant launched SPANX Active in fall of 2011, and has continued adding flattering solutions that help women look slim, whether or not they hit the gym.

From bras that are sure to become every woman's *breast* friend, to base layers that tone the tush, the new offerings continue to give active gear a kick in the pants.

Support your girls and boost your butt...it's a cinch!

Active Top-Notch Bra, \$78, Sizes XS-XL

- This on-the-go style zips on and off for ease
- An inner support system and sewn-in cups provide stability and coverage while working out
- Innovative cooling vents offer comfort and front strap adjusters provide a custom fit



Active Pretty Pop Bra, \$62, Sizes S-XL

- Our prettiest sports bra option offers functional fashion
- Plush, adjustable straps take the weight off, while mesh sides offer breathability
- No more uni-boob! Center ruching and removable pads add shape and definition



Active Shaping Compression Girl Short, \$58, Sizes S-XL

- The best base layer! Wear for added shaping and modesty under favorite shorts, or on their own for a pair with form-fitting flair
- Slim-X® firms tummy, hips and rear
- No center seam means a flattering fit from front to back

ABOUT SPANX

Spanx founder Sara Blakely was getting ready for a party when she realized she didn't have the right undergarment to provide a blemish-free look under white pants. Armed with scissors and sheer genius, she cut the feet off her control top pantyhose and the Spanx revolution began! The Spanx brand now houses more than 200 products ranging from slimming apparel and swimsuits, to bras, activewear and men's undershirts. To help women everywhere experience the power of shapewear, Sara launched ASSETS®, a focused range of body-shapers and ASSETS® Red Hot Label™ by SPANX®, a luxe extension of ASSETS that offers a wider assortment of slimmers, bras and panties. With an array of problem-solving products for every body type and budget, Spanx has secured its place in women's hearts and in pop-culture with daily mentions everywhere from CNN to SNL. In March of 2012, Founder Sara was named the world's youngest, self-made female billionaire by Forbes Magazine and one of TIME's 100 Most

Influential People. Headquartered in Atlanta, GA and opening retail shops across the United States, Spanx can now be found worldwide in more than 50 countries. In addition to keeping butts covered from Savannah to Singapore, SPANX also shapes the world by focusing on their mission: To help women feel great about themselves and their potential.

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