



www.cleavitz.com

Media Kit

About Cleavitz®, www.cleavitz.com

Headquarters:	Cleavitz®, LLC 20203 Goshen Rd, Suite 198 Gaithersburg, MD 20879 877-387-9897 or 301-482-2333 customercare@cleavitz.com www.cleavitz.com
CEO:	Julie Crotty
Founded:	March 2008
Services:	Cleavitz is a unique half-top worn over a bra (It's not a sports bra) that provides comfortable, cleavage control for women. Without any elastic bands, snaps, hooks or tape, the Cleavitz adjusts up or down and stays in place to go from a day at the office to a sexy night on the town. Available in numerous styles and colors for both women and teens, Cleavitz donates 2% of all revenue to help breast cancer research.

Background

The concept for Cleavitz® started in 2004. Julie Crotty was a successful business executive with a passion for fashion, and she struggled to find a comfortable and simple way to "manage" her cleavage.

"So many tops in my closet were too risqué for work, and I needed a way to make them business appropriate during the day, and at the same time, a little more fun at night," says Julie.

The Search Begins...

For years, she tried the various solutions: tube tops, bandeau tops, fabrics that taped or strapped/snapped to bras, girdle-tanks, halter-tops – you name it. Each solution she tried provided more challenges.

The tapes didn't stick, the clips were uncomfortable, the halter tops slid down too

far, and the tank tops bunched in the back, added bulky fabric lines, and were simply too hot in the summer... so much so that she started cutting off the bottom half of full tanks tops and wearing them that way. Julie searched extensively for a half-tank or camisole that would do the trick, but to her surprise, there was nothing comfortable on the market that could solve her problem.

With this in mind, she designed her own top and had it custom sewn – one in every color.

"I was amazed at how many shirts, tops and dresses that had been laid to rest in my closet were resurrected when I started designing Cleavitz Tops," states Julie.

"Then a funny thing happened. Friends and family started asking questions. 'Where can we buy them, and are they made in different designs?' When I said I was making them myself, they asked, 'Can you make some for me? I'll pay for them!'"

Cleavitz is Born!

At this point, Julie quit her job as the Chief Meeting and Events Officer at United Communications Group. And in 2008, Cleavitz was born for the purpose of creating comfortable tops that would allow women of all bust sizes to display as much cleavage as they cared to for a variety of occasions. Once the name "Cleavitz" was trademarked, Julie settled on two unique lines – basic colors for everyday wear and lace/silky patterns to dress up any outfit.

Julie is in the process of developing new Cleavitz styles for both teens and adults. But when not working, she enjoys wine tasting, volunteering, and having fun with her 11 nieces and nephews, family and friends.

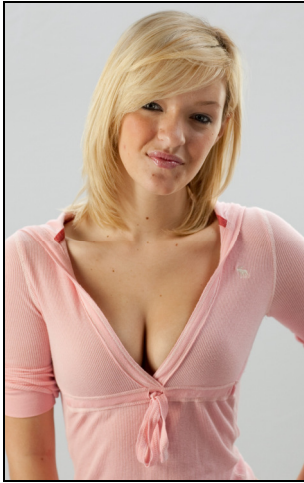


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Melanie Rembrandt, Rembrandt Communications®, LLC info@rembrandtwrites.com, 1-800-771-0116

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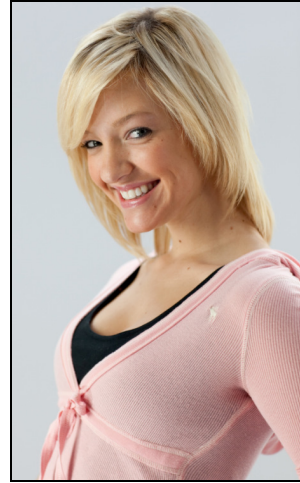
What's a Cleavitz?



Problem



Cleavitz



Solved!

Cleavitz is a fashionable half-top that provides ultra-comfort, cleavage coverage and style.

It's not a sports bra!

You wear it *over* a bra and underneath low-cut shirts, dresses and business suits to dress up any outfit.

Cleavitz lets you manage your cleavage in total comfort!

With its unique blend of fabric and design, you can adjust the Cleavitz up or down to show the desired amount of cleavage coverage you want – and it stays in place!



With the Cleavitz patent-pending design, the top ends just below the bra. This means that there is:

- No bunching around the front and rear mid-section!
- No more tugging and adjusting your camisole or tank top!
- No roll up -- provides a slim, neat appearance!
- No elastic band for maximum comfort!
- No added bulk with as much coverage as you want!
- No sweat - The Cleavitz is much cooler than a full tank top or camisole!
- No money wasted – Expand your current wardrobe fast with one simple purchase!

Revitalize your existing wardrobe!

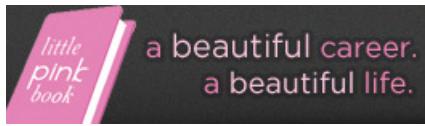
Cleavitz comes in a variety of styles and colors. Enjoy two product lines: one for everyday wear and the other for executives on the go. The varying styles and functionality maintain the same comfortable fit throughout. Bring life back to that long-forgotten low-cut top or dress when you pair it with the perfect Cleavitz.

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Cleavitz Buzz



“With all the low-cut options out there, they were struggling to be fashionable and trendy with a little coverage.

Once I became part of that community, it felt like a natural fit, and funding breast-cancer research was a perfect way for Cleavitz to give back.”

<http://www.littlepinkbook.com/blog/melanie039s-marketing-minute/what-one-business-woman-did-about-her-cleavage-issue>



“I really spent a lot of time perfecting the design. No one had created a comfortable top that was specifically designed to help women manage their cleavage. There are many gimmicks out there, and I’ve tried them all.”

<http://www.startupnation.com/blogs/index.php/2010/10/19/manage-cleavage/>



“When I read about [the Cleavitz](#), I was impressed. What an awesome idea for professional women!”

<http://www.kidsumers.ca/2010/10/cleavitz-review.html>

“Thanks to Cleavitz, I am pulling shirts out of my closet that I haven’t worn in years.” Jennifer Horne, Meeting and Events Consultant, Manchester, NH

THE WALL STREET JOURNAL.
WSJ.com

RUNNING A BUSINESS | JANUARY 7, 2011, 6:20 P.M. ET

Striving for a Better 2011

After opening Cleavitz LLC in September, founder Julie Crotty sent several hundred emails to clothing boutiques, asking if they'd be interested in carrying her undergarment product. But when she called to follow up, she realized that most clothing retailers secure inventory through procurement representatives or at trade shows. "Now I know who I'm after," says Ms. Crotty, whose firm is based in Laytonsville, Md. Going forward, she plans to attend trade shows and hone her pitches to attract representatives for the maternity clothing industry and others.



Scripps Howard News – Dr. Bruce Column

“According to Julie Crotty, founder of Cleavitz cleavage-control half-tops, it's important for new entrepreneurs to pursue opportunities that get their products and services in front of their target market...”



“Are they comfortable? Extremely.....Do they provide you with the right [coverage](#)? You bet! I Love the way I can change the look on my tops just by adding a Cleavitz to my outfit and most definitely love the freedom of walking around without the need to worry about re- adjusting my camisole and know that I am not showing more than what I intended!”

<http://kidzborn2impress.blogspot.com/2010/12/holiday-gift-guide-cleavitz-review-and.html>

MOMMY Minded

"I absolutely love Cleavitz. I also think that they speak for themselves!
<http://mommy minded.blogspot.com/2010/11/cleavitz-review-and-giveaway.html>



"The [Cleavitz](#) half top is a styling aid that nearly any woman can appreciate. Yes, even if you don't have the predicament of ample cleavage this nifty wardrobe accessory can be perfect for layering and even extra nipple coverage.

Created in 2005 by a business executive who's work wardrobe was limited by tops with work-inappropriate plunging necklines, the Cleavitz is one of those 'where have you been all my life?' products.

You've likely seen clips and tapes designs create a 'bib' or 'lift' fabric to mask cleavage. I know my mother in law spent the last 3 months telling me about how she wanted some ridiculous patch of clip on fabric she'd seen on late-night TV. It certainly didn't sound sexy."

<http://mommasaiddayslikethese.blogspot.com/2010/11/cleavitz-review-and-95-giveaway.html>



"Do you hate wearing camis under clothes because they bunch up or show lines? [Cleavitz](#) tops are an awesome resolution to these problems."

http://www.faithfamilyfrugality.com/freebies_and_giveaways/cleavitz-review-giveaway/

I'm Not Your Everyday Average Mom!

"Bring life back to that long-forgotten low-cut top or dress when you pair it with the perfect [Cleavitz](#). This is a got to have accessory for your wardrobe!!"

<http://imnotyoureverydayavagemom.blogspot.com/2010/10/cleavitz-review.html>

It's Me Melbie!

"Believe me when I say these are the most comfortable tops I have owned. I have become so addicted to my Cleavitz tops, I even wear them around the house with my jammie pants!"

<http://www.itsmemelbie.com/2010/11/cleavitz-cleavage-cover-review-giveaway.html>



"We definitely enjoy our [Cleavitz half tops](#) and agree that they are a really great way to control cleavage and the fact that they also help [double your wardrobe is a super bonus](#). No bulkiness, so many color options to choose from and super comfortable we think these are a great gift idea. Girls and women alike will be able to use Cleavitz and it's a piece that should be in everyone's wardrobe."

<http://www.sammymakessix.com/2010/10/cleavitz-cleavage-control-tops-review.html>

"Cleavitz has changed the way I dress...now I have more options than ever...especially with the variety of colors and styles there are to choose from...Cleavitz is extremely soft and comfortable, I can layer without all the bulk...every woman that loves fashion and comfort should have Cleavitz in her closet." Novella Green, Marketing Executive, Washington, DC

"I just love my Cleavitz! I've been wearing tanks under some of my shirts because my bust is out of control with this pregnancy. Try putting on pants that come up to your chest, then a tank top, then a shirt and its 110 degrees!

Aghhhhhh!!!! Thank you Cleavitz. Wendy Romans, Sales Exec., Silver Spring, MD



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FOR IMMEDIATE RELEASE

Pop Singer Needs Cleavitz™ to Perform on Children's Television Show

New half-top offers comfortable, cleavage coverage and supports breast cancer research at www.cleavitz.com

Gaithersburg, MD – October 12, 2010 – If only a certain, pop singer loved by teens nationwide owned a Cleavitz™ to control her cleavage. Her recent performance on a popular, children's television show would have aired! Today, Cleavitz, www.cleavitz.com, launched their new, half-tops to help women control their cleavage in comfort. And 2% of all Cleavitz revenue goes to breast cancer research.

"There was nothing available to control my cleavage that was comfortable so I created my own half-top without any snaps, clips or tape," says Julie Crotty, Cleavitz Founder and Owner. "I started wearing it, and other women asked me to make one for them too so I created a line of products to go from work to play for both teens and adults."

What is a Cleavitz?

Cleavitz is an ultra-comfortable, fashionable half-top that women wear over a bra and underneath low-cut shirts, dresses and business suits while providing comfort, coverage and style.

It's a unique blend of fabric and design, with the top ending just below the bra. Women can "manage" their cleavage by adjusting the Cleavitz up or down for the desired amount of coverage.

With Cleavitz's patent-pending design, women enjoy:

- Coverage that stays in place without tugging or bunching around the front or rear mid-section;
- A neat appearance without roll-ups;
- Maximum comfort without elastic bands, clips, snaps, or tape;
- The perfect amount of coverage without added bulk;
- Cool temperatures without the heat of a full tank top or camisole (perfect for New Moms);
- A way to expand a current wardrobe for less than \$30.00; and
- No stress with a 100% satisfaction guarantee!

"Cleavitz has transformed my wardrobe," says Mariclare Rafferty, a travel and meeting executive in Baltimore, MD. "I don't know how I lived without them. They instantly add style, comfort and versatility to my closet."

"Not only will your Cleavitz purchase expand your wardrobe, but you'll also be helping to save lives," says Crotty. "After having a life-threatening breast-cancer scare, coupled with the loss of my mother-in-law to re-emerging breast cancer in October 2008, I decided to donate 2% of all Cleavitz revenue to The Lombardi Comprehensive Cancer Center at Georgetown University Hospital in Washington, DC."

Also, note that Cleavitz is providing a 15% discount in October for Breast Cancer Awareness Month. Simply enter code BCA1010 at checkout.

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