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Press Release

A few seconds on the “Oprah Show” proves profitable for Havre, MT Company.

Havre, MT, May 12, 2011: Oprah’s Weight Loss Finale: New Bodies, New Lives which aired on Tuesday May 10th on CBS, featured a short segment highlighting the ENELL SPORTS Bra. The first guest on the show was Sandra, a mother of 4 who was 5’2” and weighed 240 Lbs. “She knew she had to get healthier, but says that she hated working out especially because of the pain she had experienced as a result of her large chest. Then, Sandra heard about the ENELL SPORTS Bra that Oprah loves, bought one for herself and was ready to take the leap.” She told Oprah about buying an ENELL SPORTS Bra after seeing the bra on an Oprah weight loss show in 2004.

The mention, video of the bra and posting of the company’s web address on Tuesday’s show only lasted about 30 seconds but it made an impact. Within minutes of the segment airing on the East coast the ENELL web site received 8,000 hits. The fabulous exposure did have a down side. Because of the drastic increase in attention, the company’s web site experienced a few problems with its shopping cart and the extra time it took to load the pages.

Renelle Braaten, president of Enell, Inc. said they are hopeful those who had trouble accessing the web site will try back when it is not overloaded. She said the company is excited about the exposure and increase in business. Renelle is also delighted to know that there are now more women across the country and the world who have found a sports bra that will allow them to pursue their dreams of a healthier life style and exercising without pain.

Enell, Inc. is dedicated to providing well-endowed women with the opportunity to fully participate in an active lifestyle by offering state of the art, high quality performance apparel.

For Immediate Release, May 12, 2011