

FOR IMMEDIATE RELEASE

## SitRelief Shorts Showcased at Long Beach International Motorcycle Show

**Irvine, CA, Dec. 15, 2011.** SitRelief Shorts was a hit with motorcycle riders at the recent Progressive International Motorcycle Show held at the Long Beach Convention Center, Dec. 9-11. Terry Delonas, cofounder of SitRelief Shorts said "We were fortunate to be located next to the Ducati exhibit with its pulsing music and strutting models which drew a lot of attention to our booth.



Hundreds of riders stopped to learn about SitRelief Shorts and the comfort provided on long rides. "Sitting pain at the end of a long ride is a significant problem and the discomfort is a distraction as well. Our motorcycle customers report that SitRelief Shorts dramatically help this problem" said Delonas.

Some examples of motorcycle customer comments include:

*"Just finished the Alcan5000 and used these shorts to help combat a chronic tailbone issue. I rode the entire 4800 miles without any issue with my tailbone! I believe these shorts were one of the best "comfort" investments I made in preparation for this event."*

*"I just got back from a 2000 mi. motorcycle ride and these shorts really made the 8-9 hr days in the saddle much more comfortable. I tossed them in the washer and dryer when I did laundry and they laundered just fine. I consider them a part of my essential equipment now."*

*"700 miles! I found I didn't have any wear on my butt to speak of and I would recommend them to any biker who was planning to take a long ride."*

*"I used them for a 450 mi. motorcycle ride last Sunday and they worked well. These shorts could really become popular with motorcycle riders."*

*"We went on a 330 mile ride last Saturday and another 317 on Sunday and absolutely love them! I am wearing the men's shorts until you come up with the women's version. You definitely have a niche in the motorcyclist market!" [Note: women's shorts now available.]*

*"I sit a little taller in the saddle of my Harley."*

SitRelief Shorts also supported 4 person Team in the 10,000 mile Hoka Hey Challenge this past August.



### **About SitRelief Shorts**

SitRelief Shorts, manufactured by LipoWear, LLC, is a padded undergarment developed for male and female recreational users and selected patient populations with sitting pain or discomfort. SitRelief Shorts are proudly made in the USA and available online for men and women at [www.sitreliet.com](http://www.sitreliet.com).

### **Contact info:**

Joe A. Bollert, PhD

Cofounder

LipoWear, LLC

2102 Business Center Dr., Irvine, CA 92612

Telephone: 714-323-2116

Fax: 413-410-0120

Email: [jbollert@lipowear.com](mailto:jbollert@lipowear.com)

[www.sitreliet.com](http://www.sitreliet.com)