

VICTORIA'S SECRET

SUPERMODEL HEIDI KLUM HAND DELIVERS THE FIRST PERFECT ONE BRA *NO ONE'S PERFECT... UNTIL NOW!*

WHO: Victoria's Secret Angel **Heidi Klum**

WHAT: Heidi Klum unveils **The Perfect One Bra** that shapes, supports and smoothes like no other bra in the world. The 'smart' cup design features three individual sections which each address a specific problem. It's the best of 3 bras in one!

- The special "rigid" *bottom section* provides ultimate support at the side and under the bust.
- An undulated *middle section* shapes by eliminating gapping at the top curve with an inserted air pad at the strap platform.
- The *top section* smoothes your shape with two-way stretch foam.

Victoria's Secret has also created a special microsite for the New! Perfect One bra. Go to **victoriasssecret.com/perfectone** to see Heidi Klum like you've never seen her before! In "Mad Scientist," Heidi plays Dr. Klum, the inventor of the Perfect One, and she's never been funnier. In "Is He The Perfect One?" take a quiz to discover if your significant other is "the perfect one". Heidi's psychic powers will reveal the answer you've been waiting for (or not!). Finally, you'll be able to see the technology behind the Perfect One when Heidi models the bra in a virtual 360 degree view.

In celebration of this exciting launch, supermodel Heidi Klum will hand deliver the new must-have bra to The Grove in her own customized Victoria's Secret mobile unit. Later that afternoon, customers have the opportunity to meet Heidi and take a photo with the supermodel in a one-of-a-kind photo booth. The customer photo op will take place from 12 – 2 PM and is open to all customers with purchase.

The Perfect One bra is \$45 and available in a variety of colors and sizes ranging from B-DD.

DATE: Tuesday, March 3, 2009

TIME: **9:00 AM Press Call Time**
9:30 AM photo-op and media interviews
12 – 2 PM customer event

PLACE: Victoria's Secret store at The Grove
6301 West Third Street (cross street, Fairfax), Los Angeles

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