

VICTORIA'S SECRET

VICTORIA'S SECRET ANGEL ADRIANA LIMA UNVEILS THE ALL NEW BIOFIT UPLIFT COLLECTION *CUP-SPECIFIC ENHANCEMENT SO YOU'LL THINK IT'S CUSTOM MADE*

WHO: Victoria's Secret Angel **Adriana Lima**

WHAT: Victoria's Secret introduced the must-have bra for the season - the ALL NEW **BioFit Uplift**. Everyday sexy has reached a whole new level with the BioFit Uplift which features cup-specific enhancement scientifically designed to provide uplifting benefits based on individual cup size, creating the most personalized fit for every figure. As the cup size of the BioFit Uplift increases, the padding decreases, creating a naturally sexy look.

Comfortable, beautiful, feminine and sexy, the BioFit Uplift is the perfect everyday bra, offering women customized support that naturally lifts and shapes, creating perfectly personalized curves.

The BioFit Uplift is now available in 20 sizes making it even easier to find the perfect fit. New colors include Midnight Blue, Powder Blush, and Soft Plum and prices range from \$45 - \$48.

In celebration of this exciting launch, supermodel **Adriana Lima** made a personal appearance at the Victoria's Secret store at Smith Haven Mall. The Angels is also hosed an autograph signing for customers.

DATE: Tuesday, July 29th, 2008

Photos Available: <http://www.wireimage.com/ItemListings.aspx?igi=327275&nbc1=1>