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FOR IMMEDIATE RELEASE

PrivacyWear Defines a Lifestyle with Divas for a Cure

Oakland, CA, June 11, 2007 – A small group of motorcycle “Divas” will once again take to the road this summer, traveling across country promoting early detection, breast cancer awareness and raising funds to aid in the fight to find a cure for Breast Cancer. And this year, Divas For A Cure will be making this ride with the full support of Southern California-based clothier *PrivacyWear*. “Upon hearing the success of their inaugural ride in 2006, we felt it was very important to sponsor Divas For A Cure with their second annual ride”, says Carolyn Jones, founder of *PrivacyWear*. “These remarkable ladies share our commitment to find a cure.”

More than a fashion statement; the *PrivacyWear* label is a statement of values. The driving force of the organization is to bring breast cancer awareness to the fashion marketplace, using a generous portion of their annual revenue to fund breast cancer prevention and research. Committed to the Cure, purchases made from the *PrivacyWear* collection for men and women allows the company to provide free mammography screening for underprivileged women, and to fund breast cancer education and clinical trials. “We believe in quality, for our apparel and for human life”, adds Jones. “We pursue a ‘double bottom line’... people as well as profit”.

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Just as *PrivacyWear* promotes living life to its fullest, not only by looking but also by feeling good, breast cancer survivors can attest to the importance of this. Agreeing with PrivacyWear's mission statement, "United We Cure", Jan Emanuel, Founder and President of Divas For A Cure, couldn't be more encouraged. "This is personal for me", Emanuel states. "I'm not just a rider – I'm also a survivor, so to have a company such as this sponsor our ride will aid in our ability to reach and educate more women about early detection and treatment of breast cancer".

Riding custom motorcycles, Divas For A Cure remains firm that it isn't about the motorcycle; it is all about the mission. The core group led by Jan "Sunny the Diva" Emanuel will include Aj "Suga Soldier" Jemison, Victoria "Ms. Vickie" Murphy and accompanied by Claudia "Princess" Lile. They will depart from Southern California on July 22 and travel across Central United States for 20 days to the East Coast and back. Members of the National Association of Buffalo Soldiers & Troopers Motorcycle Club chapters will meet and escort the riders along the route. With an itinerary of scheduled events in Oklahoma, Tennessee, Virginia and Maryland, the core group of riders will return to California following one of their featured stops in Kansas City, Missouri to attend the 30th Annual National Bikers Roundup.

It is *PrivacyWear's* goal to unite and increase access to detect Breast Cancer for low income and underinsured individuals. Both organizations are committed to the cause until there is a cure.

PrivacyWear, Inc. is a Southern California-based Company headquartered in Corona, CA. PrivacyWear is committed to finding a cure by raising capital to fund breast cancer awareness programs and research opportunities. The PrivacyWear leadership team is extremely focused on one mission, and one purpose to find a cure for breast cancer. For more information, visit website: www.PrivacyWear.com.

Divas For A Cure (DFAC) is a California Non-Profit Public Benefit Corporation headquartered in Oakland, CA. DFAC is dedicated to promoting early detection, education, screenings and supporting research organizations to continue the quest to one day find a cure and eradicating cancers of all kinds. For more information on the Divas For A Cure Motorcycle Run, visit website: www.DivasForACure.org 510-891-2300. Divas For A Cure, P. O. Box 18904, Oakland, CA 94619

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