

Medelita Joins LinkShare to Expand Reach



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Innovative medical apparel company expands channels through affiliate marketing program

San Clemente, Calif., February 12, 2009 — **Medelita™**, maker of breakthrough medical apparel for female clinicians, today announced that it is working with **LinkShare** to assist in marketing, search marketing, lead generation and affiliate marketing services. **LinkShare** Corporation provides ecommerce businesses with a vast, high quality pay per action marketing network, along with expert consultative services and patented technology.

"Women in the medical field have made huge strides and the time has come for them to demand an alternative to the frumpy, unisex lab coats and scrubs of past," said **Medelita Founder Lara Manchik**. *"Medelita ushers in a new era in quality, high performance medical apparel to accommodate practitioners who are as demanding on their uniforms as their jobs are. Joining with publishers and affiliates through LinkShare will help us spread the good news."*

As a former female emergency room physician assistant, Manchik's experiences convinced her that the frumpy unisex garb of past failed to adequately represent the enormous strides made by women in healthcare. Manchik created Medelita to outfit her female colleagues with performance enhancing attire that resists stains, repels fluids and is easy to maintain.

As part of the company's initiative to expand its distribution channels, **Medelita** has a licensed retailer program, online affiliates as well as direct online sales. Interested parties should visit www.medelita.com and contact Joe Francisco for more information.

About

Medelita

Medelita has one purpose: to reinvent the way women of all healthcare professions present themselves at work by offering the highest quality, best fitting, and most comfortable medical apparel available, including [lab coats](#), [women's lab coats](#), women's scrubs and [medical scrubs](#). Medelita caters to professional women who want their uniforms to embody the poise and confidence already displayed from within. For more information, visit our website at <http://www.medelita.com> or call (877) 987-7979.

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