



PRESS ADVISORY

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RUBY RIBBON DEMIETTE™ WINS 2017 DIRECT SELLING ASSOCIATION'S ANNUAL AWARD FOR PRODUCT INNOVATION

Burlingame, Calif. — Ruby Ribbon was named as winner of the Direct Selling Association's (DSA) prestigious annual award in product innovation, for its breakthrough wire-free, bra alternative, the Demiette™.

“It is a true honor to win the DSA award for product innovation. As a young company, it's thrilling to receive this recognition from the DSA, and to be in such great company with other more established brands,” explains Anna Zornosa, CEO and Founder of Ruby Ribbon.

In launching the Demiette™, Ruby Ribbon, saw the opportunity to point its experience with compression technologies towards a changing market of women looking for a wire-free bra-alternative. Ruby Ribbon worked with its Independent Stylists and loyal customers to iterate and perfect the design for optimal comfort and support and introduced the Demiette™ January 2017. As an easy-to-wear bra-replacement for women of any cup size, it lifts, supports, and defines without under wires and painful restrictions. Ruby Ribbon customers have responded enthusiastically and made the Demiette™ one of our best selling products.

Previous winners of the DSA Product Innovation Award include: Princess House, Rodan + Fields and LifeWave.

About Ruby Ribbon

Ruby Ribbon is a shapewear and apparel company that sells its products exclusively through a technology-empowered network of Independent Stylists. True to its mission of celebrating confidence, Ruby Ribbon's award-winning shapewear and on-trend fashion are designed for comfort, style and fit. The company supports female entrepreneurship by enabling each Stylist to operate her own business. Ruby Ribbon is backed by investors including Trinity Ventures, Mohr Davidow Partners and DBL Partners. For more information visit rubyribbon.com.

About the Direct Selling Association

The Direct Selling Association (DSA) is the national trade association for companies that offer entrepreneurial opportunities to independent sellers to market and sell products and services, typically outside of a fixed retail





establishment. More than 20 million Americans are involved in direct selling in every state, congressional district and community in the United States. In 2015, direct selling generated more than \$36 billion in retail sales.

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