

NEWS RELEASE

For Immediate Release

Contact:

Stephanie Harnett
Olmstead Williams Communications
310-824-9000
sharnett@olmsteadwilliams.com

PELV-ICE wins Women Founders Network Fast Pitch Competition

*Top venture capitalists, women entrepreneurs and professional services firms chose
PELV-ICE*

LOS ANGELES – October 22, 2015 – PELV-ICE, maker of the Mama Strut, was selected as a top presenting company at the Women Founders Network third annual Fast Pitch Competition.

“We saw so many extraordinary companies this year innovating across a broad spectrum of technologies,” said Darya Allen-Attar, Founder and CEO of Women Founders Network. “But those selected as the top winners really impressed us with their vision and their proven ability to execute.”

The third annual Women Founders Network Fast Pitch Competition for Women brings together women founders from 10 fast-growing startups to pitch their companies live onstage in front of a judging panel of venture capitalists, women entrepreneurs and professional services firms. More than \$100,000 in cash and prizes are awarded to the top participants, and all benefit from the Women Founders Network’s broad network of successful businesswomen and men.

About Women Founders Network

Women Founders Network "WFN" (previously Chick Launcher) connects women building high-growth businesses with the tools and resources they need to achieve business success. Over the past two years, Women Founders Network has directly granted (or invested) cash and prizes valued at approximately \$250,000 into 11 different companies, in addition to introductions that raised more than \$2mm for our finalists. Visit us at www.womenfoundersnetwork.com.

About PELV-ICE

PELV-ICE is revolutionizing the standard of care for people recovery from or suffering with chronic soft tissue injuries to the pelvis. The Mama Strut is a wearable soft brace that is uniquely engineered to deliver adjustable heat/ice therapy to reduce birth pain, swelling and cramping from vaginal deliveries, c-sections and vaginal prolapse, while also supporting the back and abdomen with multi-directional adjustable compression. Visit PELV-ICE at <http://www.mamastrut.com/>.

###