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Lori Coulter® Goes Vegas; Brings Personalized Style Poolside

*Model Servers at MGM Grand's New Ultra Pool Outfitted by
Lori Coulter Made-to-Order Swimwear*

St. Louis, May 15, 2008 – This summer, Lori Coulter® is getting some serious sun exposure as the model servers of the new ultra pool, WET REPUBLIC, at MGM Grand Las Vegas flaunt select looks from the Made-to-Order line.

“It’s a privilege to contribute to the high-fashion and ultra style that WET REPUBLIC brings to Las Vegas,” says Lori Coulter, President and Founder of Lori Coulter Made-to-Order Swimwear. “We worked closely with MGM Grand Las Vegas to design stylish options for the model servers of this exclusive pool experience. Our line brings a layer of personalization to the standard uniform offering chic, glamorous styles that exude confidence and elegance.”

Coulter scanned and outfitted over 25 employees in time for the April 10 opening of WET REPUBLIC. Each female model server was provided with four custom-designed swim sets including a bikini, tankini and one-piece and coordinating micro mini skirts. The model servers have the freedom to mix and match the Avorio (cream) and Akakus (champagne gold) trimmed pieces to create an even more customized look. For images, please visit: www.loricoulter.com/for-the-press/.

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Coulter combines a unique blend of 3D body scanning technology and high-fashion to create a personalized experience for fashion and body conscious women. Coulter uses light and camera based technology initially developed at MIT, the [TC]²3D Body Scanner, to measure the entire human body in less than 12 seconds and produce a true-to-scale 3D body model within a minute. This is the TrueMeasure process. These accurate and precise measurements allow Coulter and her team to help clients to select the color, style, bra type, lining, embellishments and hardware to create the desired look and fit.

For more information about Lori Coulter, please visit www.loricoulter.com or call 877-727-9879. Lori Coulter Made-to-Order Swimwear is available at select Macy's locations. Interested retailers, resorts and cruise lines may contact customerservice@loricoulter.com.

About Lori Coulter Made-to-Order Swimwear

Lori Coulter is a drama-free approach to swimwear. Using a world-class 3D body scanner, Coulter captures 140 body measurements in under a minute to create a swimwear line that flatters and fits a woman's unique shape. Coulter's line features over a million style options that help women to create made-to-order swimwear that flatters the body they have. The 2008 collection combines the latest in colors, shapes and accessories to create chic, wearable swimwear with a true fit for all ages, lifestyles and activities.

ABOUT WET REPUBLIC

WET REPUBLIC at MGM Grand – Las Vegas' first ultra pool – is an alluring 53,000-square-foot venue comprised of two large saltwater pools, six intimate dipping pools, six tricked-out Bungalows and 10 Party Cabanas. The adult pool destination features a 2,500-square-foot open air covered lounge serving as a place to mix, mingle, dance and dine. Unique culinary offerings, signature cocktails, premium bottle and pitcher service can be enjoyed in the lounge or ordered poolside. The venue boasts 18 spacious day beds, 18 water lounges located within the pool's six-inch-deep wet deck and more than

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Coulter Goes Vegas, add two

80 oversized deluxe chaise lounges. A 4,100-square-foot pool deck doubles as an entertainment stage for celebrity guests and entertainers at WET REPUBLIC's weekly and monthly signature events. Eight state-of-the-art underwater speakers in the main pools complement the top-tier sound system. WET REPUBLIC features six cascading waterfalls to accent the vast poolscape and create the illusion of a never-ending flow of water throughout the venue. WET REPUBLIC is the only pool in Las Vegas to offer a pull-up valet and soon-to-be dedicated parking lot for guests.

Open daily from 10 a.m. to 6 p.m. Cover and rental charges will vary, local ladies receive complimentary entry. For reservations and more information call 702.891.3563 or visit www.mgmgrand.com/wetpublic. Guests must be 21 years or older.

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