

May 1st will be a red-letter day for NY metro area on-the-go women, as a selection of life-enhancing motion-soothing MYTAGALONGS products go on display in the travel section of every one of more than 200 Duane Reade stores in the five boroughs of New York, Westchester, Long Island and Northern New Jersey.

TRAVEL-ENHANCING MYTAGALONGS TO BE AVAILABLE ACROSS FULL DUANE READE CHAIN

The modern American woman is in perpetual motion. Finding the little things she needs to maintain the pace away from home can be a major challenge. Day excursions, overnights, sudden business trips and weekends away happen at a pace that calls for the easiest of possible solutions – the kinds of solutions in small packages that MYTAGALONGS deliver.

The good news for New York metro shoppers is that starting May 1st, a core selection of MYTAGALONGS will always be just around the corner, as part of an exclusive program at their nearest Duane Reade store.

Each and every one of more than 200 Duane Reade stores in the five boroughs of New York City, Westchester, Long Island and Northern New Jersey will carry in its travel section a total of eight individual MYTAGALONGS items, plus the amazingly stylish, comfortable and convenient Tagalongs disposable underwear. These items will include: **Tampon Tubes**, with two durable, discreet and sleek individual tampon containers (\$8); **Onetime Anytime Towellettes**, with with four each of makeup remover, nail polish remover, deodorant and feminine hygiene towelettes (\$15.00); **Purse Hook-er**, a nifty articulated hook that latches on to any surface and can easily carry a 20lb purse, with a carrying pouch (\$15.00); **2 Watt Silicone Carry-Ons**, comprising two 2oz. carry-on friendly, wide-mouth, easy-squeeze silicone grade bottles with seal, no waste inverted-stand design (\$12.00); **Just Bag It Pink**, a 100% polyester 15"H X 11"W washable, foldable packing bag (\$10); **Jewelry Sac Light**, a water-resistant nylon carry-on jewelry sac with compartment and 8 inside pockets (\$12.00); and a choice of the breakthrough and very stylish **Tagalongs** disposable underwear in M and L Thongs (2 per pack, \$2.99 per pack) or Bikinis (5 per pack, \$4.99 per pack), each made of non-woven polypropylene with a 100% cotton gusset and capable of being machine washed and reworn 3 to 4 times.

“Being able to reach and improve the lives of every single female customer of the leading drug chain in New York City, Long Island, Westchester and Northern New Jersey is huge for us,” say MYTAGALONGS co-founders, Nicole Authier and Jeannie Vondjidis. “This is one of the most dynamic, fast-paced places on earth, and women here really need all the help they can get to smooth over life’s rough edges. MYTAGALONGS may be individually small, but they can each make a huge impact on the lives of those who own and use them.”

MYTAGALONGS is a division of Doris Hosiery Mills Ltd., a privately owned company founded over 50 years ago. Doris Hosiery Mills is one of North America's leading legwear manufacturers and marketers. The company is headquartered in Montreal Canada, with a dedicated distribution center in Plattsburgh, N.Y.