



FOR IMMEDIATE RELEASE

National Underwear Day Moves Online for 7th Anniversary

(New York, NY) July 22, 2009 – For the past six years, **Freshpair.com** has invaded New York City the first week of August with a full-blown fashion show and dozens of gorgeous models parading around in their underwear on **National Underwear Day**. Last year the annual renegade sidewalk fashion show transformed into a celebrity-studded fashion event. This year, in response to popular demand, we have morphed the event into an online underwear extravaganza so that participation can be nationwide!

Until now, National Underwear Day has followed a familiar format, a runway show and underwear give-aways in New York City. This year, for the seventh anniversary, Freshpair is focusing on its online roots. “We realized that we were not being true to our loyal and growing customer base by just having a New York City presence. **Our world is the internet and therefore we felt that we had to make National Underwear Day a *National* event by taking it online,” said Michael Kleinmann, President.**

National Underwear Day will be **Wednesday, August 5**, and Freshpair.com will be celebrating it the entire month of August. Underwear contests and giveaways sponsored by **2(x)ist, Calvin Klein Underwear, Diesel, Wacoal, Natori** and a host of other brands will take place throughout the month on **Freshpair.com**. Over twenty of the hottest underwear brands will be participating in exclusive events in honor of the underwear holiday.

As National Underwear Day approaches, Freshpair conducts an annual survey to find out the latest consumer preferences. “**According to our most recent poll,**” says Mr. Kleinmann, “**the boxers or briefs debate has been put to rest** with three times the number of men choosing briefs over boxers. For women, bikini briefs are the most popular style.” Regardless of your underwear preference, Freshpair and National Underwear Day give people a reason to mention their unmentionables.

About Freshpair

Freshpair is the leading online retailer of men’s and women’s intimate apparel. With over 100 brands available on the site and an expert staff that knows the ins and outs of the fits, sizing & styles, Freshpair is the premiere destination for everything underwear. Freshpair is also the founder of National Underwear Day, a holiday dedicated to the appreciation of underwear. Freshpair’s exceptional customer service and huge selection help make every shopping experience comfortable and convenient. Freshpair offers *free shipping* on all US orders. Visit Freshpair at www.freshpair.com.

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