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BRIEFS ON THE RISE, THONGS HOLDING STEADY: WHAT WILL NEW YORKERS WEAR ON THIS YEAR'S NATIONAL UNDERWEAR DAY?

Freshpair.com releases 2006 Intimate Apparel Trend Statistics in celebration of National Underwear Day on August 9th

NEW YORK, NY (August 3, 2006) On August 9, 2006, Freshpair.com stages its 4th Annual National Underwear Day celebration. Freshpair.com, a leading retailer of men's and women's underwear, founded National Underwear Day in 2003, an event where the latest trends in underwear receive more exposure—literally.

"On National Underwear Day, underwear finally gets the recognition it truly deserves," says Michael Kleinmann, President of Freshpair.com. "During previous events, we've had lots of public participation, with New Yorkers showing their panties and skivvies and joining the festivities."

According to the consumer and retail research firm, NPD Group, the women's intimate apparel industry was estimated at \$9.6 billion in 2005, Freshpair.com estimates the total US Intimate Apparel Market at \$14 billion. While the intimate apparel industry is projected to grow at 4%, the men's side of the business is projected to grow at 6% with an unprecedented number of new brands.

"There is a quiet revolution going on in intimate apparel and men's underwear," according to Kleinmann. "Both men and women are trading up from their traditional 'tighty whities' and buying into new and more comfortable panties and underwear. Most of the underwear sold today is dramatically lower on the hips with an increasing number of women opting for seamless intimate apparel. Also, the classic men's underwear with an operable fly is fast disappearing."

According to Freshpair.com data from 125,000 customers, below is a breakdown of underwear style preferences.

Women

Bikini briefs – 37%
Briefs – 23%
Thongs – 19%
Boy shorts – 17%
Other – 4%

Men

Briefs – 41%
Boxer Briefs – 27%



PRESS COVERAGE

Trunks – 14%
Boxers – 12%
Thongs – 4%
Other – 2%

On National Underwear Day, Freshpair.com sends dozens of models out into the streets of New York in nothing more than the hottest new styles of men's and women's underwear from top brands. Our underwear ambassadors make appearances in highly visible locales, such as Times Square, polling passersby on their choices of underwear and handing out 4,000 "fresh pairs". This year's official sponsors include Puma, Wacoal, Hugo Boss, 2(x)ist, Diesel, Papi, Ginch Gonch, Play, Chantelle, Le Mystere, Goddess, Freya, Fantasie, Rips, MagicSilk, Men's Health Magazine, Cotton Incorporated, The National Prostate Cancer Coalition, and The Breast Cancer Research Foundation.

For more information on National Underwear Day, please go to:
http://www.freshpair.com/underwear_day.html.

About Freshpair:

Freshpair is a leading Internet retailer of men's and women's intimate apparel, offering hundreds of styles of bras, panties, t-shirts, boxers, briefs, socks, sleepwear, and more. From full-figure to petite, shapewear to thongs, boxers to briefs, and everything in between, we are the ultimate destination for intimate apparel shopping. Freshpair.com carries many of the major brand names including 2(x)ist, C-IN2, Calvin Klein, Wacoal, Chantelle, Le Mystere, and Bali.