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**Freshpair Announces *Freshpair, Freshstart*,
A Partnership Program Providing Underwear And Funds For
Those In Need**

***National Underwear Day Will Mark The Inauguration Of The Program
With Safe Horizon Named As The First Beneficiary***

(New York, NY) July 27, 2007 - Freshpair announced today a partnership with Safe Horizon, the nation's leading victims' assistance organization. This inaugural partnership marks the launch of *Freshpair, Freshstart*, the newly formed charitable arm of Freshpair that is committed to providing basic, practical necessities and much-needed funds for victims of violence, including homeless children and street-involved youth helped by Safe Horizon's Streetwork Program.

"People donate clothes, coats, and shoes but no one donates underwear. Underwear is one of the most basic necessities, and there is a real need for this. As an underwear retailer, we are in a unique position, to really help fill this void, by donating underwear and giving people a Freshstart," said Michael Kleinmann, President of Freshpair and the Founder of National Underwear Day.

This month, *Freshpair, Freshstart* will donate and distribute a supply of fresh underwear from C-IN2 and Natori. This is the first of several donations by Freshpair's valued partners that will be given to the thousands of young people Safe Horizon's Streetwork Program will serve this year. Freshpair is also making a monetary donation for Safe Horizon's compassionate, expert services, in addition to a percentage of proceeds from the sale of National Underwear Day t-shirts and other products in the coming months.

"So many people fleeing violence on the streets or in their homes come to Safe Horizon seeking refuge in the middle of the night, with nothing but the clothes on their backs," said Scott Millstein, Chief Operating Officer of Safe Horizon. "*Freshpair, Freshstart* will help give them the basic necessities that can help restore the self-worth and confidence that violence and abuse so often strips away."

This new, on-going charitable program with Safe Horizon will be launched on [National Underwear Day](#), Tuesday, August 7, 2007. [National Underwear Day](#) is the first of many *Freshpair, Freshstart* opportunities where the public can help people who are struggling to rebuild their lives and move from crisis to confidence.

About Safe Horizon

Safe Horizon serves over 350,000 people each year who have been touched by violence. Whether responding to child abuse, domestic violence, or other violent crimes, Safe Horizon helps victims and their families heal and rebuild their lives.

About Freshpair

Freshpair is a leading online retailer of men's and women's intimate apparel, selling over 100 brands. Freshpair is also the founder of [National Underwear Day](#). Freshpair's exceptional customer service and

huge selection help make every shopping experience comfortable and convenient. At Freshpair, you can buy underwear in your underwear.

About C-IN2

Because sometimes you'd like to look better undressed than dressed, C-IN2 Underwear searches worldwide for cutting edge technologies and fabrics to create products that make you look -- and feel -- better. Whether innovating in technology or in fabrications, C-IN2 encourages you to embrace your freedom to choose what you find sexy in underwear -- and who you want to be sexy for.

About Natori

Consistently ranked by affluent women as one of the world's most recognizable luxury brands, Natori has grown substantially while remaining committed to the vision that inspired Josie Natori from the start. "Our focus has always been on the inner lives of women, and that is what drives us forward," explains Josie Natori. "We understand how women live and what makes them feel good about themselves.

For inquiries or additional information about Freshpair or National Underwear Day, please contact Francesca Madeo at Tracy Paul & Company, Inc. at 212.741.5459 or francesca@tracypaul.com

For inquiries or additional information about Safe Horizon, please contact Pete Sanders at Blue Current Public Relations at 212.453.2111 or pete.sanders@bluecurrentpr.com