



**FOR IMMEDIATE RELEASE**

**Freshpair Announces Plan to Save 6,000,000 Barrels of Oil a Year**

(New York, NY) September 18, 2008 – In response to record gasoline prices and to support the national effort to conserve fuel, Freshpair.com, one of the leading online retailers of men's and women's intimate apparel, has come up with a plan to reduce the US dependency on foreign oil. According to Michael Kleinmann, President of Freshpair, "all the solutions to foreign oil dependency are either long term or negatively impact our daily routines. Buying online is simple but shipping costs are an inhibitor. By offering free shipping, there is no need to drive to your local retail outlet. The consumer gets their favorite brand of underwear, saves money on gas, and the US reduces its oil consumption. It is a win-win situation."

The average US consumer buys underwear or intimate apparel 2.1 times a year. Driving to and from shopping centers/malls consumes 6,000,000 barrels of oil. Industry research suggests that while many people use the internet for research and a growing percentage are buying online, internet sales have not achieved their potential because of the perceived high cost of shipping. Many users believe that it is less expensive to get in their car and buy locally than to buy online because of the cost of shipping. "By absorbing all shipping costs, we have now removed that obstacle," said Kleinmann, adding that "people who purchase over the internet should recognize that they are saving money on each online purchase while doing their part in reducing the amount of gasoline used in the US."

**About Freshpair.com**

[Freshpair](#) is the leading online retailer of brand name men's underwear and women's intimate apparel. At Freshpair, you can buy underwear in your underwear. With over 100 brands available like [SPANX](#), [Wacoal bras](#), [2xist](#) and [Calvin Klein underwear](#), we are the premier destination for intimate apparel and underwear. Our exceptional customer service and huge selection help make every shopping experience comfortable and convenient. Freshpair is also the founder of National Underwear Day.

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