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**Contact:
Public Relations
Freshpair.com
Tel (212) 505-6900**

GO SOFTWARE CREATES SEXY, FASHION FORWARD UNDERWEAR
Freshpair.com announces the launch of their Go Software men's underwear boutique

New York, NY (April 3rd, 2006) Go Software is underwear, athletic wear, and loungewear with an edge. From padding to over-dyeing to tighter fits, Go Software is ushering in a new era of men's undergarments.

Founded by Greg Olvera and Alex Hernandez, Go Software set out from the beginning to create sexy, fashion forward underwear that accentuates a man's body. "Go Software was launched in an era before metrosexual became a household word," says Olvera, "before people learned not to cringe at the usefulness of body waxing, pedicures, and microdermabrasion."

For more information on Go Software
http://www.freshpair.com/catalog_section_men_brand_148.html

Two of the innovative men's underwear products from Go Software are the Padded Butt Brief and Padded Butt Boxer Brief, which are designed to enhance a man's backside. "It allows a guy to stretch the truth and highlight his best attributes," explains Olvera.

Another popular item is the Go Software Cotton Lycra Low Rise Brief, inspired by the popularity of the low-rise jean. The tight fit of this brief is European, yet the bold comic strip colors are playful.

Comfort is a major defining quality of the Go Software line. For some pieces, the fabric is over-dyed so that the hand of the fabric is softer and has a slightly worn finish. "Go Software has a cut that fits a fashionable guy's lifestyle as well as his body," assert Olvera.

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.