



PRESS COVERAGE

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GINCH GONCH ANNOUNCES SPONSORSHIP OF NATIONAL UNDERWEAR DAY

Ginch Gonch, the underwear brand that makes you feel like a kid again, plans its support of underwear fashion on the streets of New York City

NEW YORK, NY (June 9, 2006) Ginch Gonch, the underwear brand known for its fun, tongue-in-cheek designs, has partnered with Freshpair.com for National Underwear Day—the annual underwear visibility day founded by Freshpair.com, which will take place this year on August 9th.

Vancouver underwear designer Ginch Gonch creates designs that are outrageously fun and sassy. Ginch Gonch's motto is "live like a kid" and their underwear designs, packaging and advertising campaigns reflect this motto on every level.

From hot dogs to motorcycles to cowboy motifs, Ginch Gonch is hands-down the underwear brand that's the most fun to wear. Ginch Gonch underwear has already garnered a reputation in the fashion world for its youthful, playful and provocative designs.

Each piece is a collectible item and will be sold on the market for one year. The cuts and designs hark back to the tighy-whitey, Y-front days of boyhood when we played with Hot Wheels, read superhero comics, and flipped through that frayed copy of Playboy someone swiped from his dad and stashed in the tree house.

"Among the mix of sexy, modern, classic and fashion-forward brands that will be on display on National Underwear Day, Ginch Gonch throws a big dose of whimsy and fun into the mix," says Michael Kleinmann, Chief Operating Officer of Freshpair.com. "Ginch Gonch's designs are sure to make a splash on the streets of New York City."

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.