



PRESS COVERAGE

FOR IMMEDIATE RELEASE

Contact: Nikki Carter
Public Relations & Special Events
212.505.6900x227
ncarter@freshpair.com

HUGO BOSS ANNOUNCES SPONSORSHIP OF NATIONAL UNDERWEAR DAY

Purveyor of modern underwear helps celebrate skivvies on the streets of NYC

NEW YORK, NY (June 13, 2006) Hugo Boss, the fashion brand that produces modern, high quality underwear, has announced its sponsorship of National Underwear Day—the annual underwear visibility day founded by Freshpair.com, which will take place this year on August 9th.

Modern and refined, Hugo Boss underwear is designed for discerning men of style. Made from refined, lightweight fabrics Hugo Boss underwear provides stretch and movement so it feels like a second skin.

Hugo Boss underwear is available in three collections in the United States: Hugo Boss Athletic, Hugo Boss Basics and Hugo Boss Orange. Hugo Boss underwear is designed for guys on the go. Hugo Boss undergarments are modern, sexy, athletic and stylish.

The Hugo Boss Mini Slip Hip Brief is popular with men who prefer low rise underwear styles. Hugo Boss fans also love the Hugo Boss Orange Label Stretch Trunks and as an everyday wardrobe staple, they opt for the Hugo Boss Basics Fly Front Boxer Briefs. For many men, Hugo Boss underwear continues to be the first piece of clothing they put on each morning.

“We are proud to have Hugo Boss underwear as a sponsor for National Underwear Day,” proclaims Michael Kleinmann, Chief Operating Officer of Freshpair.com. “Their modern and fashion-forward designs will look great displayed 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.