



FOR IMMEDIATE RELEASE

True Underwear Story: Freshpair.com's Video Gift Guide

(New York, NY) November 2008 – The holidays are right around the corner, and in the interest of saving yourself a lot of stress and last minute trips to stores, it's time to start your gift shopping now. At Freshpair.com, it is a well-known fact that it can be difficult to shop for friends and family. The thoughtful Freshpair staff gathered around a camera one day to put together a Video Gift Guide for the holidays, complete with suggestions for family members, boyfriends and girlfriends. After all, who would know more about the products at Freshpair than the people who work with them day in and day out?

Freshpair.com has got a ton of new products available on the site for the holidays, with hot brand additions like Bjorn Borg and Free People, along with the re-launch of the edgy underwear maker Ginch Gonch, all conveniently featured in the Employee Video Gift Guide. You can expect to see sexy new underwear styles for men and women, the most comfortable pajama sets available today, and products featuring the latest technology in shapewear and performance pieces. All you have to do is sit back and watch!

With thousands of products and no need to leave the comfort of your own home to shop, you can't go wrong with Freshpair.com. The Freshpair Employee Video Gift Guide will get you started on your way to finding the perfect gift for everyone on your shopping list. You'll also get a glimpse of the people behind the site at Freshpair.com. Tune in on [date] to get the True Underwear Story.

About Freshpair

Freshpair is the leading online retailer of men's and women's intimate apparel. With over 100 brands available on the site, Freshpair is the premiere online destination for everything underwear. 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. Freshpair also offers Free Shipping on US orders. Visit Freshpair at www.freshpair.com.

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