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**THE LATEST LOW-DOWN ON LOW-RISE: FRESHPAIR.COM ANNOUNCES NEW
LOW-RISE MEN'S UNDERWEAR BOUTIQUE ON THEIR SITE**

New York, NY (July 14, 2005)- Style cynics said it would only be a fleeting trend, but the low-rise craze is showing no signs of abating. Low-rider jeans and trousers for men are even more popular now than they were three years ago, and the low-rise underwear market is rising to the occasion.

In response to this demand, Freshpair.com – a leading Internet retailer of men's and women's apparel – has launched a low-rise men's underwear boutique on their site.

One to three inches lower on the waist than the average men's undergarment, these low-rise styles – from briefs to boxer briefs to trunks – are a response to the ongoing backlash against too-visible logo-adorned waistbands and billowing boxer short spillovers.

“More than a trend, low-rise fashions for men have staked their claim in the ‘classic style’ category”, says Michael Kleinmann, Chief Operating Officer of Freshpair. “And the new underwear staples that more and more men are adding to their wardrobes are low-rise briefs and trunks.”

One of Freshpair's more popular items is the C-IN2 Sling Support Lo No Show Profile Brief which not only features an ultra-low, never-show rise, but sling support technology designed to give the wearer a bigger and better profile.

In this fitness-crazed, carb-phobic culture, more and more men want to wear underwear designed to accentuate their lower abdomen and bottom. Whether it's to offer a glimpse of defined obliques, a tattoo or just toned flesh, low-rise continues to be all the rage.

Other brands that have joined the low-rise liberation front are C-IN2, Ginch Gonch, Unico, DT Jocks, 2(x)ist, Calvin Klein, RIPS, Diesel, Adam+Eve, Baskit among others – and all are available at the Low-Rise Boutique at http://www.freshpair.com/catalog_section_men_id_254.html