



PRESS COVERAGE

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UNDERWEAR-CLAD MODELS SET TO TAKE THE STREETS OF MANHATTAN

Freshpair.com announces 4th annual National Underwear Day to take place August 9th

NEW YORK, NY (May 15, 2006) There's an underwear revolution stirring, and we're not talking bra burnings. "On National Underwear Day, underwear finally gets the recognition it truly deserves," proclaims Michael Kleinmann, C.O.O. of Freshpair.com, a leading internet retailer of men's and women's underwear which founded the yearly event.

The official sponsors for this year's National Underwear Day include: Puma, Wacoal, Hugo Boss, 2(x)ist, Papi, Ginch Gonch, Play, Chantelle, Diesel, Le Mystere, Goddess, Freya, Fantasie of England, Rips, Unico, Magic Silk and Men's Health magazine.

On this year's National Underwear Day, which will take place on August 9th, Freshpair will send dozens of models out into the streets of New York clad in nothing more than the hottest new styles of men's and women's underwear from a variety of top brands.

Freshpair's underwear ambassadors—modeling the latest briefs, boxer briefs, panties, bras and more—will appear in busy areas of Manhattan, such as Times Square. Changing stations will be set up in several areas so that passersby can participate by changing into free underwear, which Freshpair will distribute.

"National Underwear Day was created to bring attention to something almost everyone wears but rarely talks about," continues Kleinmann. "During past events, we've had lots of public participation, with New Yorkers stripping down to their skivvies and joining the festivities."

National Underwear Day combines elements of political protest, 'sixties Happenings, and outdoor fashion shows. Besides showcasing the latest styles of underwear in a spontaneous, free-spirited way, National Underwear Day's goal is to establish the day as an officially recognized holiday.

"This year promises to be our biggest and most exciting event yet," says Kleinmann. "With more sponsors, more models, and a few surprises, National Underwear Day 2006 will bring fun and festivity to New York City's daily grind."

For more information on National Underwear Day visit http://www.freshpair.com/underwear_day.html. To request photos from last year's event, please contact Nikki Carter at Freshpair at 212.505.6900 option 3 ncarter@freshpair.com

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



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major brand names including 2(x)ist, C-IN2, Calvin Klein, Wacoal, Chantelle, Le Mystere, and Bali.