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Contact: Robin Moses
Public Relations
Freshpair.com
Tel (212) 505-6900 Ext. 207
Email: Robin@freshpair.com

UNDERWEAR-CLAD MODELS TAKE TO THE STREETS OF NEW YORK CITY
Freshpair.com announces 4th Annual National Underwear Day to take place on August 9th

New York, NY (March 27, 2006) - Freshpair.com, a leading internet retailer of men's and women's underwear and founder of National Underwear Day, will be staging their 4th annual public underwear event on August 9th.

The event—loosely inspired by street theater and '60s Happenings—involves two dozen male and female models parading through the streets of New York wearing nothing but the latest underwear styles from today's hottest brands.

"We created National Underwear Day as a way to bring attention to something everyone wears, but rarely gets the attention it deserves," says Freshpair's Chief Operating Officer Michael Kleinmann. "Few people ever talk about their purchases, let alone display them in public."

The silence around underwear ends on National Underwear Day, as our skivvies-clad underwear ambassadors take to the streets, appearing in heavily trafficked NYC locales, such as Times Square and Grand Central Station.

The models poll passerby on their choice of underwear—Briefs, boxers, thongs, or panties—and the results of the survey are posted on the official website. People on the street are also asked to sign a petition that urges the official recognition of National Underwear Day.

Last year's National Underwear Day was akin to a spontaneous street celebration, drawing crowds of onlookers and participants. Dozens of exhibitionists received free pairs of C-IN2 underwear—and changed into them inside nylon dressing tubes supplied by C-IN2 and Freshpair—and paraded proudly before the gawking masses.

This year's National Underwear Day promises to be even more exciting, with more models, exciting new underwear styles—and maybe a few surprises.

For more information and photos from last year's event, please contact Robin Moses at (212) 505-6900 x 207 or Robin@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 major brand names including 2(x)ist, C-IN2, Calvin Klein, Wacoal, Chantelle, Le Mystere and Bali.