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BIG APPLE TO GET DEBRIEFED ABOUT WHAT THEY LIKE ABOUT BRIEFS, NOT TO MENTION, BOXERS, THONGS AND PANTIES

3rd Annual National Underwear Day to be celebrated on August 10th

New York, NY (June 13, 2005) –They may not talk about it much, at least in public, but it's obvious Americans care about their underwear. Be it boxers or briefs, g-strings or thongs, what lies beneath helps account for over \$13 billion annually spent on intimate apparel.

For those who wonder about underwear but were afraid to ask out loud, all, or almost all, will be revealed on August 10, the third-annual National Underwear Day, sponsored by Freshpair.com. Male and female models clad in, well, not as much as the rest of us, will ask folks on the streets of New York what they prefer when buying underwear and intimate apparel.

"National Underwear Day was created to bring attention to something almost everyone wears, but rarely gets the attention it deserves," says Freshpair Chief Operating Officer Michael Kleinmann.

Freshpair has found that when it comes to underwear, men still like to keep it brief. Thirty-two percent of those polled by the company said they favor briefs, compared to 28 percent who wear boxer briefs, and 25 percent who don boxers, while 8 percent who go with thongs or other styles. And yes, that leaves 7 percent who, by choice, do without underwear.

Panties are preferred by 49 percent of the women polled, with thongs a distant second at 28 percent. Another 13 percent go with boyshorts, while 4 percent wear other styles. Some 6 percent opt out of wearing anything down under.

Enter National Underwear Day, which Kleinmann says is a way to celebrate the oft-unseen layer of clothing and revel in the freedom and style offered by today's brands.

"Few ever talk about their purchases, let alone display them in public," he says. "No longer should underwear be merely the first thing you put on and the last thing you take off, but the most important thing you wear all day."

For those who want to celebrate National Underwear Day, but can't make it to New York to be polled by Freshpair's undie-ambassadors who will be wearing the latest intimate fashions, an online petition for official recognition of the day can be signed at www.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.