



PRESS COVERAGE

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Freshpair Teams Up with the National Prostate Cancer Coalition

NEW YORK, NY (August 2, 2006) Freshpair, one of the leading internet retailers of men's and women's intimate apparel, has teamed up with the National Prostate Cancer Coalition (NPCC) to continue the fight against prostate cancer.

On August 9th, when the fourth annual National Underwear Day will take place, Freshpair will be working with the NPCC by distributing information on prostate cancer and urging men to get screened so they can determine if they are at risk for the disease.

We're grateful to Freshpair for including NPCC and the prostate cancer cause in this year's National Underwear Day," NPCC CEO Richard N. Atkins, M.D. said. "It's important to drop your pair every year and get tested – annual screening for prostate cancer means 99 percent survive."

During Prostate Cancer Awareness Month in September, Freshpair will continue its partnership with NPCC. For the entire month, Freshpair will donate a portion of the proceeds made from the sale of select underwear styles to the NPCC.

The NPCC manages the only national mobile prostate cancer screening clinic—the Drive Against Prostate Cancer—reaching out to at-risk and underserved communities by offering free, complete and confidential screenings. So far, the program has screened over 45,000 men.

The NPCC actively works with government officials to increase federal funding for prostate cancer research, by partnering with top-notch organizations representing high-risk groups such as African Americans and Veterans.

"Freshpair is proud to join forces with the National Prostate Cancer Coalition," says Michael Kleinmann, President of Freshpair. "From donating money from sales to urging men to get screened, we have faith that our efforts will help end this terrible disease."

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.

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