

Freshpair.com announces the launch of P.J. Salvage

FOR IMMEDIATE RELEASE

New York, NY (October 23, 2006) The Authentic P.J. Salvage began when young P.J. Salvage discovered that the root of happiness comes from comfort. P.J. Salvage wanted to create a company that would offer eternal comfort to people and what better way than to market retro-style pajamas in pure cotton flannel for wear at bedtime and as loungewear?

Celebrities and the media have taken to the P.J. Salvage brand in droves, with numerous pieces being featured on television shows from Desperate Housewives to Law & Order. Their classic retro pajamas are the items that have made P.J. Salvage a household name, but they also have a full line of girly lingerie, hip loungewear, comfy slippers and warm, cozy robes.

Some of the most popular P.J. Salvage items are the Tattoo Thermal Pajama Pant, made from a waffled velour/cotton blend with a sassy tattoo print and the sexy Moulin Rouge Cami made from a super-soft stretch modal.

For more information on P.J. Salvage:

http://www.freshpair.com/catalog_section_women_brand_159.html

We are pleased to offer P.J. Salvage as part of our exciting brand list.

About Freshpair.com

Freshpair is a leading Internet retailer of men's and women's intimate apparel, offering hundreds of styles of bras, panties, shapewear, t-shirts, boxers, briefs, trunks, socks, sleepwear, and more. From petite to full-figure, shapewear to thongs, boxers to briefs and everything in between, we are the ultimate destination for intimate apparel shopping. Freshpair.com carries a wide selection of the major brand names for men and women including: 2(x)ist, C-IN2, Calvin Klein, Wacoal, Chantelle, Le Mystere and Bali.

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Public Relations Contact

Freshpair.com

Phone: (212) 505-6900

Fax: (212) 202-4754

Email: press@freshpair.com