



PRESS COVERAGE

FOR IMMEDIATE RELEASE

Contact: Nikki Carter
Public Relations & Special Events
212.505.6900x227
ncarter@freshpair.com

PAPI UNDERWEAR ALLOWS MEN TO EXPRESS THEMSELVES

Freshpair.com announces the launch of their Papi men's underwear boutique

NEW YORK, NY (April 24, 2006) Papi underwear, a premium men's underwear line, is for men how have style, sophistication, and sex appeal—yet the Papi underwear man has his own identity.

Derived from the Spanish word padre, Papi has been adapted for this sexy, athletic new men's underwear line. Papi is a term universally spoken, utilized and understood to celebrate the spirit, strength and sex appeal of today's young men.

For more information on Papi underwear:
http://www.freshpair.com/catalog_section_men_brand_149.html

"Papi men's underwear is for the "New Luxury" consumer—one who is expressive, athletic, and body conscious," says a spokesperson for the brand. "Papi underwear allows men to express their sexuality freely and confidently."

The Papi men's underwear line comes in several collections: Papi Premium Cotton, Papi Premium Cotton Stretch, Papi Modern Stretch, Papi Pima Cotton, Papi Cool Jersey, and Papi Aerocool.

Papi Modern Stretch men's underwear is body contouring and has a luxurious feel. The line creates a comfort fit that shapes to a man's body. Papi Aerocool underwear is fast drying; moving sweat away from the body to the outer layer of the fabric, where it dries faster than any other fabric.

Papi men's underwear caters to today's young consumers, where luxury is important in all aspects of his life.

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.