



PRESS COVERAGE

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PAPI ANNOUNCES SPONSORSHIP OF NATIONAL UNDERWEAR DAY

Papi takes its sexy, innovative underwear designs to the street of New York City

NEW YORK, NY (June 7, 2006) Papi, the masculine, stylish underwear line, has announced its sponsorship of National Underwear Day—the annual underwear visibility day founded by Freshpair.com, which will take place this year on August 9th.

Papi is derived from the Spanish word *padre*, or father, and has been adapted for the Papi underwear line. Papi is a term universally spoken, utilized and understood to celebrate the spirit, strength, and sex appeal of today's young man.

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

Papi underwear is for the "New Luxury" consumer, one who is expressive, athletic, and body conscious. Papi underwear allows him to express his sexuality freely and confidently. Papi underwear is for the man who has style, sophistication, and sex appeal—yet the Papi underwear man has his own identity.

"We are very excited to have this innovative new underwear brand as one of our sponsors for National Underwear Day," says Michael Kleinmann, Chief Operating Officer of Freshpair.com. "New Yorkers are in for a treat when Papi underwear hits the streets on August 9th."

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.