



## PRESS COVERAGE

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### **PLAY ANNOUNCES SPONSORSHIP OF NATIONAL UNDERWEAR DAY**

#### **Creator of the iBoxer, Play Underwear helps celebrate underwear pride**

NEW YORK, NY (June 15, 2006) PLAY, the underwear brand responsible for iPod and skivvy synergy, 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.

PLAY underwear was brought to life by underwear marketer Jeff Danzer, Intimo, and the company's talented underwear design team. The first item to hit the market is the PLAY iBoxer, which was featured on numerous television shows like The Tony Danza Show where Mr. Danza tried on the PL>Y iBoxer and discussed National Underwear Day.

The PLAY iBoxer is the world's first and only boxer specifically designed with a pocket engineered to hold an MP3 player or cell phone. PLAY underwear has a fan base among high school and college students who like to hang around the house or their dorms in their underwear while listening to their iPods or carrying their cell phones around.

PLAY underwear is available in three lines, including the PL>Y by Day underwear collection which is an exciting cotton/spandex blended underwear designed to meet the needs of an active lifestyle. PLAY by Night is a sensual and sophisticated underwear made from pima cotton, one of the softest and most luxurious natural fibers known to man.

"We are very excited to have PLAY as a sponsor for National Underwear Day," says Michael Kleinmann, Chief Operating Officer of Freshpair.com. "The innovation of combining underwear with the iPod phenomenon has expanded the boundaries of what it means to be a music fan on the go."

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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