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**PARADERS TO BE DEBRIEFED IN PANTY PARADE DURING
3RD ANNUAL NATIONAL UNDERWEAR DAY, AUGUST 10TH**

New York, NY (July 12, 2005)- There's an underwear revolution stirring, and we're not talking bra burnings. For the third year in a row, Freshpair.com – a leading internet retailer of men's and women's intimate apparel – will be staging National Underwear Day, August 10. See <http://www.freshpair.com> or <http://www.nationalunderwearday.com>.

The event involves male and female models taking to the streets clad in nothing but undergarments from some of today's hottest underwear brands, including C-IN2, 2(x)ist, Ginch Gonch, Maidenform, Natori, RIPS, Hugo Boss, Le Mystere, Wacoal, Rago, Male Power, and Unico, according to Michael Kleinmann, Chief Operating Officer, Freshpair.com.

The models will make appearances in highly visible New York City locales – including Times Square and outside Penn Station – polling passersby on their choice of skivvies and asking people to sign a petition that urges the official recognition of this annual panty pride occasion.

"National Underwear Day was created to bring attention to something almost everyone wears, but rarely gets the attention it deserves", says Freshpair Chief Operating Officer Michael Kleinmann.

There is a new trend in underwear to provide men with profile-enhancing through contoured support pouches and features designed to lift and separate. Kleinmann says C-IN2's Sling Support Lo No Show Profile Brief is a prime example.

Oprah Winfrey made Le Mystere's Tisha T-Shirt Bra a household name through promotion on her show. The Tisha bra's molded cups hoist up your breasts and give them a smooth line, while the thick straps are comfortable on the shoulders.

Leading brands have rallied together to show their support for the underwear industry by participating in National Underwear Day. By having their latest styles modeled by the Freshpair underwear ambassadors, today's top brands will be joining the cause.

For those who want to celebrate National Underwear Day, but can't make it to New York, an online petition for official recognition of the day can be signed at <http://www.freshpair.com> or <http://www.nationalunderwearday.com>.

Note to Editor: Representatives available for interview, product photo / samples available.