



PRESS COVERAGE

FOR IMMEDIATE RELEASE

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

PUMA ANNOUNCES SPONSORSHIP OF NATIONAL UNDERWEAR DAY

Puma underwear plans its support for underwear visibility in Manhattan

NEW YORK, NY (June 12, 2006) Puma underwear brand, the undergarment arm of the popular modern sportswear 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.

Puma brings the style and sport that the brand is known for to their high-quality underwear. Puma endeavors not only to be the most desirable sport lifestyle brand, but also to be the first truly virtual sports company.

The Puma philosophy extends to their line of underwear with which bear the Puma logo. Puma underwear lines include Puma Daily Cotton for everyday use, Puma Daily Cotton Stretch for a more body-conscious fit, Puma Action Minimal for a second-skin feel and Puma Naughty Mesh for nightlife.

PUMA Bodywear is a natural extension of the PUMA brand. Consumers seek out PUMA underwear because of our versatility. From the gym to the clubs, the PUMA brand is always fitting and of the moment. PUMA has created a stylish, inventive, modern collection of underwear with an athletic sensibility and unique details.

“We are very excited about Puma’s involvement in National Underwear Day,” enthuses Michael Kleinmann, Chief Operating Officer of Freshpair.com. “Puma underwear is modern underwear for modern people and we look forward to displaying their designs on the streets of New York City.”

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.