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**Contact:  
Public Relations  
Freshpair.com  
Tel (212) 505-6900**

**SAY GOODBYE TO VISIBLE BRA LINES**  
***Freshpair.com announces Sassybax bras on their site***

New York, NY (January 23, 2006) Sassybax, the revolutionary new line of bras, is fighting to keep the world safe from visible bra lines—one woman at a time! “I designed Sassybax as an alternative bra to combat a common problem—VBL—and I achieved that,” declares Sassybax President and Founder, Amanda Horan Kennedy.

For more information about Sassybax  
[http://www.freshpair.com/catalog\\_section\\_women\\_brand\\_145.html](http://www.freshpair.com/catalog_section_women_brand_145.html)

Sassybax bras feature a unique, all-hosiery construction for snug gentle support without the use of underwire. Incredibly stretchy Sassybax bras, such as the Sassybax Bralette Bra, are designed to slim the torso for a sleek, bulk-free silhouette.

Other Sassybax items, such as the Sassybax Torso Trim top, eliminates unwanted back bulge and can be worn under delicate fabrics to achieve a virtually braless look. “The number one reason we buy bras is for support,” says Kennedy. “But do we have to suffer for that?” With Sassybax, women’s suffering has been put to an end.

*Time* magazine recently reported on the miracle of Sassybax: “Sassybax eliminates adjustable clasps and hooks, depending instead on a stretchy, completely seam-free, nylon-and-acrylic microfiber to provide support. Result: Bulges begone!”

“Sassybax is an incredible addition to the female world,” Nancy Taylor Rosenberg, author of the *New York Times* bestseller *Sullivan’s Justice*, enthuses. “Not only is the Sassybax bra brilliant in design, the fabric is lovely and comfortable. Thanks to Sassybax, my bra is no longer my enemy.”

Sassybax bras provide 360 degrees of natural sexiness, uplift without underwires, a smooth back, uncompromising comfort, and more fit and trim appearance. “We no longer have to live in a booby trap!” exclaims Kennedy. “There’s no need to burn this bra.”

**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.