



PRESS COVERAGE

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Freshpair: There's an Underwear Revolution Stirring, and We're Not Talking Bra Burnings

NEW YORK, NY (July 11, 2006) On August 9, 2006, Freshpair.com will be staging its 4th Annual National Underwear Day celebration. In 2003 Freshpair.com, a leading retailer of men's and women's underwear, founded National Underwear Day, an event where the latest trends in underwear receive more exposure-literally.

On National Underwear Day, we send dozens of models out onto the streets of New York clad in nothing more than the hottest new styles of men's and women's underwear from top brands. This year's official sponsors include Puma, Wacoal, Hugo Boss, 2(x)ist, Papi, Ginch Gonch, Play, Chantelle, Le Mystere, Goddess, Freya, Fantasie, Diesel, Rips, MagicSilk, Men's Health magazine, Cotton Inc, the National Prostate Cancer Coalition and the Breast Cancer Research Foundation. Our underwear ambassadors make appearances in highly visible locales, such as Times Square, polling passersby on their choices of underwear and handing out 4000 "fresh pairs".

Over the past three years, this event has received coverage on network TV (daytime and primetime news and entertainment shows) and is geared toward family and tourist audiences.

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.