



## PRESS COVERAGE

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

#### **Lingerie titan teams up with Freshpair to celebrate PDUs (Public Displays of Underwear)**

NEW YORK, NY (June 20, 2006) Wacoal, one of the world's largest manufacturers of bras and panties, 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.

Wacoal lingerie, the leader in designer intimate apparel in the United States, Japan, Asia and Europe, is internationally known for some of the best fitting, highest quality bras in the world. Wacoal bras, panties and other lingerie are one of the top favorites for women who have come to depend on the Wacoal lingerie brand.

Twenty years ago, Wacoal lingerie brought the American consumer what was sorely missing in the marketplace: luxurious intimate apparel made from exquisite laces, embroideries, and the finest fabrications, tailored to create the perfect fit.

Talk show host Oprah Winfrey swears by her Wacoal bras because of their remarkable fit and style. One of the Wacoal bras favored by Oprah is the Wacoal Slimline Seamless Minimizer. Wacoal designs are a combination of European elegance and a comfortable American fit.

"We are very pleased to have the involvement of Wacoal," says Michael Kleinmann, Chief Operating Officer of Freshpair.com. "Wacoal is an iconic lingerie brand, and we are excited to displaying their designs in highly-visible areas of New York City on National Underwear Day."

#### 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.