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MENS UNDERWEAR BRAND GINCH GONCH WANTS YOU TO LIVE LIKE A KID AGAIN

Freshpair announces the launch of men's underwear boutique on their site.

NEW YORK, NY (July 27, 2005) Do you remember what life was like as a kid? Ginch Gonch, the Vancouver-based underwear brand, wants you to recapture those memories with its fun-loving line of briefs, trunks and tees. See <http://www.freshpair.com>

To show their support for everyone's inner child, Freshpair.com – a leading Internet retailer of men's and women's apparel – is pleased to announce the launch of a Ginch Gonch men's underwear boutique on their site. See <http://www.freshpair.com>

Following the fashion calendar model, Ginch Gonch will release four collections per year with six styles per collection. Each piece is a collectible item and will be sold on the market for one year.

"We love the way Ginch Gonch keeps their designs new and fresh by changing them every season", says Michael Kleinmann, Chief Operating Officer of Freshpair. "Ginch Gonch is for the consumer who wants something a little bit different, something fun, that's a change from the same old white briefs day after day." See <http://www.freshpair.com>

Ginch Gonch's Season Two 2005 collection plays on the 'eternal, wild child' vibe that is a Ginch Gonch signature. The comfy cotton-Lycra briefs and cotton tees feature prints that include hot dogs, piggies and stars that channel the energy of circus performer and superhero style. See <http://www.freshpair.com>

Ginch Gonch's motto is "Live Like a Kid" and their underwear designs, packaging and advertising campaigns reflect this motto on every level. They also throw in a dab of sexual innuendo to the mix so the product line maintains a youthful, playful and provocative feel.

With Ginch Gonch, you can discover the boy inside. The only drawback is that not everyone gets to see you wearing them.... Available at Freshpair at http://www.freshpair.com/catalog_section_men_brand_130_page_1.html

Freshpair (<http://www.freshpair.com>) 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, Ginch Gonch, Rips, Unico, Calvin Klein, Wacoal, Chantelle, Rago, Le Mystere and Bali. Freshpair is also the Founder of National Underwear Day.

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