

THE iBOXER CATERS TO MUSIC-LOVING MEN

Freshpair announces the launch of the Play iBoxer on their site

For Immediate Release

NEW YORK, NY (December 6, 2005) From iPods to cell phones to Blackberrys, one thing is for certain: Today's men do not like to be without their gadgets, no matter what the situation. The iBoxer from Play is here to meet those demands.

Geared toward today's gadget-savvy, music-loving guys, the Play iBoxer is a knit cotton/spandex boxer which features a discrete front pocket which is perfect for holding an iPod or other type of mp3 player, cell phone, Blackberry or whatever the gadget of the moment is.

The Play iBoxer is now available at Freshpair.com, a leading retailer of men's and women's underwear, in solid fashion colors or trendy prints. This button fly boxer has become one of the most talked-about underwear items in recent memory.

"Today's men like to feel connected at all times, whether they're listening to the latest dance mixes or checking their email," says Michael Kleinmann, Chief Operating Officer for Freshpair. "The Play iBoxer is an ideal underwear option for tech-savvy guys."

As a special promotional offer, customers who purchase two pairs of the iBoxer will receive three free iTunes, so guys can listen to the best new songs while wearing their brand new iBoxers.

The iBoxer is ideal for young men who like to lounge around their apartments or wander the halls of their dorm in their boxers. With the iBoxer, they will never be without their favorite tunes or gadgets.

Stay connected with the iBoxer. With the Play iBoxer, the music never ends. Available at Freshpair: <http://www.freshpair.com/catalog.php?formid=5&query=iboxer§ionid=1>

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.