

FRESHPAIR.COM PROVIDES A HACKER FREE WEBSITE

NEW YORK, NY (March 13, 2003) - The days of stealing from websites are over. As privacy issues continue to rise, Internet retailers consistently strive for ways to ensure hacker-free sites. Freshpair.com customers are now privy to the latest technological advances, safeguarding them from possible hacker intrusions into their personal information.

Freshpair.com, a leading online retailer of men's and women's intimate apparel, recently added services provided by ScanAlert, a leading authority on Internet security. ScanAlert provides third-party certification of website security from hackers with its HACKER Safe seal. The certification mark assures consumers that the website meets rigorous security standards by conducting daily security audits. This effort will ensure that Freshpair.com's web domain has reduced its vulnerability to hackers by 99.9 percent.

In March of 2003, Freshpair.com first earned HACKER Safe certification. Shortly after, ScanAlert began a behavioral analysis to determine how the certification mark would affect sales. The results showed that 22 percent more shoppers purchased after seeing the HACKER Safe certification mark.

"I was very surprised and pleased when we recorded a 22 percent difference. So far, the results that ScanAlert has proven to us look good," Freshpair.com Chief Operating Officer Michael Kleinmann stated.

The Freshpair.com executive team decided to invest in additional security measures to continue to protect their customers from vulnerabilities ever present in online retail. Hackers who gain entry to retail websites could cause havoc and disrupt the retailer's business, in addition to stealing private information. Freshpair.com has maintained an extremely secure website and continues to invest in customer's privacy and security.

About Freshpair.com

Freshpair.com is a leading Internet retailer of men's and women's intimate apparel. Freshpair.com offers hundreds of styles of brand name bras, panties, t-shirts, underwear, socks, sleepwear, and more. Freshpair.com's online shopping experience is easy to use and very secure. Freshpair.com carries hard-to-find sizes and also offers free shipping on orders over \$95.

For additional media inquiries, or to obtain samples, please contact the Public Relations Department at (212) 431-7900.