

***THE EASIEST WAY TO BUY A 'FRESHPAIR'***

NEW YORK, NY (April 1, 2003) - Freshpair.com, an online retailer of name brand men's and women's intimate apparel, recently redesigned its website to offer the consumer an easier shopping experience. After months of analyzing shopping habits and customer feedback, Freshpair.com created a new site to address several areas, including navigation usability, privacy, search results, and the checkout process.

These added features will provide the Freshpair.com customer with the easiest shopping experience on the Internet. "We are pleased with the increase in conversion and improvement in customer satisfaction," said Michael Kleinmann, Freshpair.com Chief Operating Officer. "In addition, by installing new custom tools to measure performance, we are able to further analyze the data and have concluded a decrease in abandoned shopping carts and an increase in orders."

Specific added features include a new checkout process with the ability to place an order without registering with the site. The checkout process itself was also revamped into four easy steps; shipping and billing information, shipment and payment methods, order summary and review, and order completion. In addition, hitting the back button does not erase all previously entered data, nor does closing the window. Previous registered customers do have the option to sign in to expedite the checkout process, if they choose. Order tracking is done either through logging into the "my account" section or by providing an order number and zip code.

Updated search features allow users to search by brand, style, size, color, or any combination thereof. The search technology helps provide more accurate results given the many ways of searching for a product. Women have an added advantage of searching by bra size.

Freshpair.com also offers Live Help, a feature to help customers with shopping and product questions, and order tracking. Shoppers who click the Live Help button are instantly connected to the Customer Care Team, which has extended hours and is available on nights and weekends in addition to normal business hours.

**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.