

DON'T GET CAUGHT WITHOUT A FRESHPAIR!

NEW YORK, NY (June 5, 2003) - Freshpair.com is a leading internet retailer of men's and women's intimate apparel. Offering hundreds of brand name bras, panties, t-shirts, underwear, socks, sleepwear, and more, Freshpair.com presents the easiest way to purchase undergarments via the internet.

Buying underwear is something that everyone has to do on a regular basis, and using the internet as a shopping vehicle is natural because it is the most efficient way to buy brand name products at low prices. Freshpair.com is able to sell merchandise at discounted prices because its level of efficiency has reduced operating cost, which is passed on to the consumer.

"There are generally two types of shoppers on the internet: the person who already knows what he/she wants and has little time to shop, and the person who likes to look at a selection of merchandise available first and then make a decision. Freshpair.com is designed for both of these types of shoppers. If you come to the site with a brand name, you can complete a purchase in less than two minutes by using our intuitive navigational mechanisms. Conversely, shoppers with the time to leisurely look at all our merchandise will find a very user friendly site with great pictures and easily understood descriptions," said Chief Executive Officer Marc Butlein.

Recently, Freshpair.com redesigned their website, adding extra features to help expedite the customer's shopping experience. By enhancing navigation usability, and implementing hacker-free technology, they provide the customer a safe and simple way to purchase their intimates.

Freshpair.com has a strong commitment to customer service and customer privacy. This is exemplified by sophisticated online order tracking, and a comprehensive customer care center, which provides email confirmations and notifications of order, backorder, and shipment status.

"We are your one-stop source for all your undergarments. We carry all the brands you've come to know and love. We also carry those hard-to-find sizes that most stores don't carry," stated Chief Operating Officer Michael Kleinmann.

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