

NATIONAL UNDERWEAR DAY EXPOSES UNDIES TO ALL

NEW YORK, NY (August 14, 2003) On a hot, hazy, humid August day, over 20 models descended on New York City, clad only in their finest undergarments, proudly campaigning for the designation of **August 13th** as **National Underwear Day**. The day, sponsored by leading Internet intimate apparel retailer Freshpair.com, was regarded as a success not only in New York City, but all over the nation, as people have begun logging onto Freshpair.com to electronically sign a petition to have **National Underwear Day** enacted.

The models began their day filming segments with television morning shows then moved between Gotham hotspots such as Penn Station, Times Square, Union Square, Herald Square, Rockefeller Center and more. Carrying surveys in hand, they inquired passers-by as to their choice of undergarments. The resulting statistics will be compiled and released at Freshpair.com shortly.

The rationale behind the day drew from the fact that intimate apparel is a crucial part for any ensemble, as it says a lot about the wearer. The style, choice of fabric and color are indicative of the wearer's personality and help express moods and feelings. Much thought and attention is placed on the selection and purchase of these rarely viewed garments. People should take pride in their underwear because after all, underwear is only clothing worn on the inside. Thus, Freshpair.com decided to create **National Underwear Day**, a day when underwear is paramount.

Freshpair.com invited everyone to help demonstrate support for **National Underwear Day** by showcasing a bit of their underwear. People were asked to show their support by simply leaving a shirt button undone, or pull their underwear waistband out. What transpired in the streets surpassed these suggestions, with several men running across 34th street, pants around their ankles, their boxer-briefs proudly displayed. More than a few women gladly flaunted their brassieres and panties, and a few sanitation workers held up traffic on Broadway while they ripped their shirts off and dropped their trousers to expose their boxers to all.

"I'm very pleased with the results of our campaign," Freshpair.com CEO Marc Butlein stated. "We've noticed the amount of signatures on our electronic petition has been doubling or tripling with each passing hour. We expect to reach our goal of 500,000 signers in the coming days."

With enough signatures, Freshpair.com will submit a petition to government officials who will move forward with having **August 13th** designated as **National Underwear Day** and shine the spotlight squarely on the underappreciated garments that are the first to go on and the last to come off.

For more information, or to obtain photos of the event, please contact the public relations department at 212.431.7900.