

**EVERY GYM BAG SHOULD HAVE A FRESHPAIR**

NEW YORK, NY (September 1, 2003) – For those people who spend countless hours in specialty sporting good stores, searching for their favorite athletic undergarments and socks only to be dismayed at the lack of products, sizes, or colors, the search is over. Freshpair.com, a leading Internet intimate apparel retailer, proudly carries a vast variety of athletic apparel for men and women.

Freshpair has a comprehensive sock selection, with a sock made for virtually every sport. A leading sock supplier, **Wigwam** is a long-standing sponsor of the *Ironman Triathlon*, and previous *Ironman* winners have all worn **Wigwam** products. Runners can take solace in **Wigwam's CT Marathon Sock**, which employs Cool-Max technology to help feet stay cool and dry during those long runs. Equally effective is **Thorlo's Running Mini-Crew** with heavily padded toe and heel areas for maximum shock absorption. Another popular sporting sock is **Thorlo's Tennis Crew** which is engineered with high density padding to help cushion the foot from impact and abrasion caused by quick starts and stops on the courts, eliminating blisters. Rounding out the sock collection is **Wigwam's Cool-Max Hiker**, featuring an abrasion-resistant Achilles cradle, preventing the top of your hiking boot from digging into your leg.

For athletic support for the ladies, Freshpair offers numerous sports bra styles. **Natori's Sports Bra** is a stylish and supportive choice for today's active woman. Featuring non-stretch shoulder straps which help to minimize bouncing, and a leotard back, this is one of the most comfortable sports bras on the market. With a racer back and a form fitting body, **Jockey's Sport Top Bra** is becoming more and more prevalent around the gym. For women with a medium to large size bust, **Champion's Sport Shape Bra** is a perfect fit. It's a minimizer sports bra, making it ideal for high-impact activities such as running, aerobics, and gymnastics. **Champion's Coolform Bra** is a stylish alternative to regular sports bras. Made of cotton and Cool-Max, the cup fabric has one-directional stretching capabilities allowing for maximum bounce control.

Freshpair also presents a number of choices for the active male. Basketball and volleyball players along with cyclists will find comfort in **Champion's Power-Liner**. With its extended leg length and superior design, the Power-Liner gives extra support and protects hamstrings and quadriceps muscles. Offering an improved version of the jockstrap, **Champion's Adult Supporter** is worn by many of today's athletes. With a 3 inch-wide waistband to resist rolling, the Adult Supporter's design ensures the utmost ventilation. For those men who want more support than the **Adult Supporter**, but less fabric than a **Power-Liner**, **2ixst's Sport Brief** is a natural choice. High cut on the sides, but full coverage in the back, the **Sport Brief** embodies a happy medium between the two extremes.

For more information or to obtain samples, please contact Freshpair's public relations department at 212.431.7900.