



## FOR IMMEDIATE RELEASE

### **Freshpair.com Offers \$100 in Underwear to those fined by State of Virginia**

*Freshpair.com, a leading online retailer of intimate apparel responds  
to Virginia Bill fining \$50 for showing Underwear.*

NEW YORK, NY (February 9, 2005) In response to the State of Virginia, Freshpair.com will give anyone fined for showing their underwear \$100 in underwear.

The State of Virginia is currently considering a bill that fines \$50 for showing underwear in a "lewd or indecent" manner. At Freshpair.com, we could not disagree more. How much is lewd or indecent? The logo or waste band of a Calvin Klein or 2(x)ist Boxer brief, or a tip of lace from a Hanky Panky Thong?

Freshpair.com, founder of National Underwear Day finds the bill an affront to the constitutional right to express oneself freely. Recently, people have exercised this freedom; from the bra burners of the 1960s to flag wearing rock stars of the 1980s and 1990s.

Underwear isn't something we talk about much. For a long, long time it didn't get mentioned at all, except as "unmentionables", and it was seen even less. Today, it is very different. Increasingly, women are showing glimpses of bra straps and lingerie under a see-through shirt. Likewise, men don't worry about keeping their underwear waistbands below their pants. In fact, far from being hidden or inappropriate, intimate apparel now fits snugly into pop culture-through fashion, through retail, through celebrities' attire, and a million other ways.

Freshpair.com urges everyone to proudly display a bit of your skivvies for all to see. Don't be shy about it. Underwear is one thing we all have in common (unless you're one of those people who don't wear any). If you are in Virginia and you are fined for showing your underwear, Freshpair.com will give you \$100 worth of underwear for Free.

According to Freshpair.com:

- 31% of women wear thongs.
- 23% of men wear boxer briefs.
- 29% of men wear boxers.

#### **About Freshpair.com**

Freshpair.com is a leading online retailer of brand name men's and women's intimate apparel, offering hundreds of styles of bras, panties, t-shirts, underwear, socks, and sleepwear.

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