



July 13th, 2006

National Underwear Day

The 4th Annual National Underwear Day will take place on August 9th with a sponsor list that reads like a who's-who of the intimate apparel industry.

The official sponsors for this year's National Underwear Day, organized by internet retailer freshpair.com, include: Puma, Wacoal, Hugo Boss, Papi, Ginch Gonch, Play, Chantelle, Diesel, Le Mystere, Goddess, Freya, Fantasie, Rips, Unico, Magic Silk and Men's Health magazine.

On this year's National Underwear Day, Freshpair will send dozens of models out into the streets of New York clad in nothing more than the hottest new styles of men's and women's underwear from a variety of top brands.

Freshpair's underwear ambassadors - modeling the latest briefs, boxer briefs, panties, bras, and more - will appear in busy areas of Manhattan, such as Times Square. Changing stations will be set up in several areas so that passersby can participate by changing into free underwear, which Freshpair will distribute.

For more information on National Underwear Day, visit freshpair.com/underwear_day.html - S.B.

About Freshpair:

Freshpair is a leading Internet retailer of men's and women's intimate apparel, offering hundreds of styles of bras, panties, t-shirts, boxers, briefs, socks, sleepwear, and more. From full-figure to petite, shapewear to thongs, boxers to briefs, and everything in between, we are the ultimate destination for intimate apparel shopping. Freshpair.com carries many of the major brand names including 2(x)ist, C-IN2, Calvin Klein, Wacoal, Chantelle, Le Mystere, and Bali.