



PRESS COVERAGE



July 28<sup>th</sup>, 2008

**It's National Underwear Day** (Calendar section)

It's National Underwear Day, a time to pay tribute to the more than \$13-billion-per-year intimate-apparel industry. Traditional festivities include models hitting the streets of NYC in their scanties. Visit [freshpair.com](http://freshpair.com) for details.

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.