



August 9th, 2006

National Underwear Day Takes It Off in Times Square

Foot and street traffic alike were stopped in their tracks Wednesday, August 9, as FreshPair.com, the online retailer of various underwear brands, held its fourth annual National Underwear Day in New York's Times Square.

A fashion show at the merge of Broadway and Seventh Avenue showcased the newest trends in intimate apparel. An estimated total of 4000 pairs of underwear were handed out to passersby by scantily clad street models.

"Our mission is to raise awareness for the industry as a whole, and for the brands that are sponsoring this day," said Michael Kleinman, President of Freshpair and founder of National Underwear Day.

Awareness was also the goal for the National Prostate Cancer Coalition and the Breast Cancer Research Foundation, who helped sponsor the event.

Other sponsors included Puma, Papi, Diesel, 2 (X)ist, and Hugo Boss who, in collaboration with Men's Health Magazine, parked a panty party bus on 47th Street, which welcomed guests on board to choose a free pair of underwear from the new men's collection.

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.