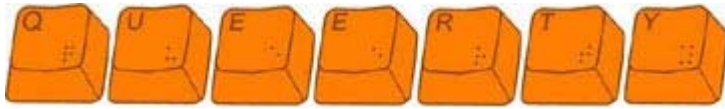




PRESS COVERAGE



August 9th, 2006

GIVE YOUR BOYS A SQUEEZE: IT'S NATIONAL UNDERWEAR DAY

Oh, so you heard that it's National Underwear Day? And you're celebrating by wearing your most prized Baskits, 2(x)ists, Ginch Gonchs, and Waxes underneath that dreary suit, aren't you? Yes, we most certainly understand that this invented un-Hallmark holiday is a marketing ploy orchestrated by Freshpair that began in '03 , but we're slaves to any corporate agenda that involves showing off a bulge. Cue the hot models trolling Manhattan with free swag and email listserv signup sheets.

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.