



PRESS COVERAGE

The Columbus Dispatch

Columbus Dispatch (Ohio)

July 27, 2004 Tuesday, Home Final Edition

SECTION: FEATURES - THE FLIP SIDE; PEOPLE IN THE NEWS; Pg. 10D

LENGTH: 507 words

HEADLINE: HERE'S NEWS IN BRIEFS: UNMENTIONABLES MENTIONED

BYLINE: Compiled Steve Berry, THE COLUMBUS DISPATCH

Sure it's a publicity stunt, but we like it anyway. Aug. 11 is National Underwear Day -- declared by **Freshpair**, an online retailer of intimate apparel. Among the events, 20 models will roam midtown New York clad only in their skivvies. "Underwear is definitely in," said **Freshpair** Chief Executive Officer Michael Kleinmann, "and more and more people are having fun with the whole concept." Here are some facts we, er, uncovered: Married men change their underwear twice as often as single men, eight out of 10 women wear the wrong size bra, 82 percent of women have tried on men's underwear and 31 percent of men have tried on women's underwear. Hmm. Guess that puts us in the minority.