



PRESS COVERAGE

Sunday, August 8, 2004

San Francisco Chronicle

THIS WEEK

EVENT

NATIONAL UNDERWEAR DAY

How will you celebrate it? Online retailer freshpair.com has a few suggestions: "Treat yourself to that new thong you've been eyeing. Break out your favorite pair of boxers. Take a few minutes to find what's in your top drawer and revisit your underwear history." Free (unless you buy new underpants). www.freshpair.com/underwear_day.html.