

FRESHPAIR.COM IS THE #1 ONLINE RETAILER OF MEN'S UNDERWEAR AND A LEADING RETAILER OF WOMEN'S INTIMATE APPAREL.

We offer a comprehensive selection of products for every customer, from the best of the basics to the hottest new styles on the market at competitive prices. Plus, our state of the art shopping experience gives our customers the ultimate convenience in shopping from home, allowing everyone to *Buy underwear in your underwear*.

WHAT SETS US APART FROM OUR COMPETITORS?

- **World-Class Customer Service.** Our team is made up of experts. They're trained with the most up-to-date information on new fabrics, leading edge designs, market trends and celebrity favorites so they can give precise fit advice, brand information and gift suggestions.
- **Free Shipping.** We don't believe you should pay a premium for the luxury of shopping from home. At Freshpair, you only pay for what you buy. We take care of getting it to your door.
- **No-Hassle Return Policy.** If you order an item and it's not exactly what you want, just leave the tags and packaging intact and send it back to us.
- **Easy Site Navigation.** Within our men's and women's stores, it's simple to find exactly what you want. We categorize by size, brand and style, so you can tailor your selection process to your taste.
- **Size Guides And Expert Advice.** We feature size information for every brand, plus an entire section devoted to helping our customers measure themselves for the ideal fit.
- **Discounted Items Every Day.** Even if we're not having a sale, we always have items marked down for clearance or special offers in place, so Freshpair is a prime destination for the trendy and the bargain hunter.
- **National Underwear Day.** Since its inception in 2003, we've hosted the ultimate annual underwear celebration event in New York City, complete with underwear runway shows in the middle of Times Square.



MICHAEL KLEINMANN
President, Freshpair.com

Michael Kleinmann has been a visionary in the intimate apparel industry for several years consulting and speaking on upcoming trends in national and trade press, including DNR and Cosmopolitan, and appearing in such notable consumer outlets as The New York Times and The New York Post. His expertise extends across both the men's and women's markets in fabrication, design, e-commerce, marketing, and customer service.

Since becoming President in 2002, Mr. Kleinmann has drawn on his information technology and digital branding background to assemble a world-class team and establish an adaptive, consumer-friendly, leading edge e-commerce site. With Mr. Kleinmann's entrepreneurial spirit and creative marketing, Freshpair has quickly become a recognized force in the intimate apparel industry. Mr. Kleinmann is also the co-founder of National Underwear Day.

OUR SITE At Freshpair, our philosophy is that the best way to shop for underwear is in your underwear. That's why we've created a user-friendly website where people can shop for their intimates without the added pressure or stress of being in a store surrounded by other customers and salespeople. Freshpair is currently the leading online retailer of men's intimates, and our total sales are comprised equally of men's and women's intimate apparel.

OUR MEN'S SECTION At Freshpair, we hold our male clientele in high esteem. As the number one seller of men's underwear online, we know the importance of ease and selection for men when it comes to shopping.

Conveniences

Our state-of-the-art website allows you to conveniently shop online instead of waiting on long lines. With our easy navigation tools, you can go straight to the brand or style that you want without any hassle or delay. Every page has a handy search box located in the upper right hand corner, so if at any time you remember a brand or specific style number, just type it in and see your results immediately. Tabs at the top of every page also make it easier for you to find the styles you are looking for. Refine your search by looking through our best sellers, new items, brands, and even sort items by price.

Huge Assortment

We offer more than just a "fresh pair". Our website contains a huge assortment of the hottest intimate apparel brands from classic styles for the timeless look to seasonal fashion items to stay a la mode. Choose from dozens of the top brands in intimate apparel, from t-shirts to sleepwear and undershirts to loungewear. We even have socks for your everyday needs.

Size Guides and Expert Advice

For those of you who have trouble finding your size in stores, your search ends with us. Being big & tall is an asset and should not be a hindrance when it comes to shopping for underwear. Freshpair provides a full range of products that will look great and feel even better. Helpful size guides are available so you don't have to do any guesswork. Simply look under the "Expert Advice" section at the bottom of the left hand navigation bar.

Free Shipping

Awkward shopping bags will no longer be an annoyance, because all of your purchases will be delivered right to your door. And because we believe that you should only pay for what you buy, all domestic orders over \$25 are shipped free of charge.

OUR WOMEN'S SECTION All women have been through the experience of entering a crowded lingerie store, only to have to struggle to find the right size, style, or brand of intimate apparel that they're looking for. We at Freshpair understand how frustrating it can be, so we've taken all of those stressful factors and eliminated them from the shopping process. Now women can choose from a great selection of bras, panties, sleepwear, shapewear, and many other products, right from the comfort of their own homes.

Conveniences

Our website features style menu tabs located at the top of every page, making it easy to narrow down the search for whatever sort of intimates, shapewear or sleepwear you may be looking for. Drop down menus allow you to search or browse by size, brand, or style, so if you know exactly what you're looking for, there's no need to waste any time navigating through a complicated website. A search box is also available on every page for your shopping convenience. Just type in a name or style number to immediately view what we have in store for you.

Free Shipping

Freshpair believes that you should be able to receive your order without any additional costs, so that's what we give you. Every domestic order over \$25 is shipped free-of-charge, because what you buy is what you should pay for.

Size Guides and Expert Advice

For those of you who have trouble finding your size in stores, your search ends with us. Plus size is an asset and should not be a hindrance when it comes to shopping for underwear or intimate apparel. Freshpair provides a full range of products that will look great and feel even better. Helpful size guides are available so you don't have to do any guesswork. Simply look under the "Expert Advice" section at the bottom of the left hand navigation bar.

Huge Assortment

We want to go above and beyond expectations, so not only do we carry underwear, but also intimate apparel and lingerie. Choose from over fifty brands of bras, fine hosiery, sleepwear, shapewear, tees, camis, socks and maternity-wear and find the fresh pair that fits you.

MEN'S BRANDS

2xist	Hugo Boss
Adam & Eve	JM
Andrew Christian	Jocko
Artificial Flavor	Magic Silk
Baskit	Male Power
Bike	Mansilk
BVD	Munsingwear
C-IN2	Nautica
Calvin Klein	Papi
Champion	Paul Frank
D&G Dolce & Gabbana	Perry Ellis
Diesel	Play
DKNY	Players
DT Underwear	Puma
Frank Dandy	Report Collection
Freshpair	RIPS
Fruit of the Loom	Sean John
Ginch Gonch	Steven
Giulio	Tommy Hilfiger
Go Softwear	Triple XXX by Unico
Gregg Homme	Unico
Hanes	Wax
Hanro	Wigwam

WOMEN'S BRANDS

Adam & Eve	Julius & Friends
Bali	Le Mystere
Barely There	Leading Lady
Bendon Sport	Lily of France
Body Wrap	Lilyette
Bravado!	Lunaire
Calvin Klein	Magic Silk
Carnival	Maidenform
Champion	Mary Green
Chantelle	Nancy Ganz
Cosabella	Natori
D&G Dolce & Gabbana	Olga
Diesel	Olga's Christina
DKNY	OnGossamer
Donna Karan	P.J. Salvage
Elle Macpherson	Panache
Enell	Play
Fantasie	Playtex
Fashion Forms	Puma
Fayreform	Sassybax
Flexees	Spanx
Fruit of the Loom	Va Bien
Ginch Gonch	Vanity Fair
Glamorise	Wacoal
Goddess	Warner's
Hanes	Wigwam
Hanky Panky	Wonderbra
Hanro	



CW11 MORNING NEWS

Michael Kleinmann, President of Freshpair, and 8 models walked a mini-runway show to highlight intimate apparel trends.



GOOD MORNING AMERICA

The Good Morning America Team announced National Underwear Day before peering out their studio window to watch Freshpair underwear models below.



LIVE WITH REGIS AND KELLY

Regis introduced National Underwear Day and said more & more people are going commando; Kelly replied: "I wear panties! Every day!"



THE INSIDER

Paula Froelich, gossip writer for The New York Post, reported on The Insider. "Is this what they mean by the 'naked city'?" the giddy gossipeuse quipped.



CHELSEA LATELY

Chelsea said: "I was reading The Post, and did you know yesterday was National Underwear Day? I always wear panties!"



AOL

National Underwear Day was chosen as the favorite Wacky Event in August for AOL users and was placed on the AOL welcome page.



THE NEW YORK TIMES

Freshpair.com and National Underwear Day are credited in the article as contributing to the heightened interest in men's undergarments.



ESQUIRE

"According to Freshpair's recent poll of 20,000 men and women, 6 percent of women claimed to go au naturel."

NATIONAL UNDERWEAR DAY IS AN ANNUAL EVENT IN EARLY AUGUST WHERE WE TAKE UNDERWEAR OUT OF THE DRESSER AND INTO THE STREETS, CELEBRATING IT AS THE MOST IMPORTANT THING WE PUT ON.

National Underwear Day held its inaugural celebration in August 2003 as an event reminiscent of the sixties when art and free expression crowded public spaces and raised general awareness. "Underwear ambassadors" wandered the busy streets of Manhattan modeling some of today's hottest brands for unsuspecting residents and tourists.

IT HAS SINCE GROWN INTO A FUN, FAMILY-FRIENDLY ACTIVITY IN WHICH MORE THAN 50 MODELS DRESSED IN THE HOTTEST LOOKS FROM THE WORLD'S MOST COVETED INTIMATE APPAREL BRANDS WALK A LIVE RUNWAY SHOW IN THE HEART OF TIMES SQUARE.

Clad in just their skivvies, the models start the day early with live broadcast appearances. By midday, people are lined up along 7th Avenue and Broadway, cameras held high in the air, to ogle and snap photos of the excitement on the open-air catwalk. Others form a continuous line down the block for the National Underwear Day changing stations where there are exciting giveaways, including the chance to change into a free "fresh pair" of their own!

At National Underwear Day's 2007 celebration, Freshpair unveiled the Freshpair. FreshStart. program, committed to providing basic, practical necessities for people in need.

A day full of excitement and celebration, National Underwear Day is surely an experience not to be missed. Add it to next year's calendar as a must-do, must-see event!