



August 7<sup>th</sup>, 2006

**Call back, for goodness' sake!**

It's an epidemic! When three people mention the same thing to me in only five days, something is up. It's the ire (I love that word) of the people complaining to me. The problem: People aren't returning phone calls. This isn't good, but sometimes there are reasons for not getting a call back.

Are you sure the person got the message? Is the person in town? Are you calling 16 times a day so the person knows that if they wait you'll ring them up again before long?

I call everyone back as soon as possible, and if I don't, call again and give me heck or yell at me on my voice mail.

One woman told me about a person in her group who never responds to phone message invitations, but then shows up. Now that's just wrong, people.

People who don't return phone calls say they're too busy, or they forgot, or they didn't have an answer to your question. That old bird won't fly. Do these people think their time is too important to waste returning your call?

Jobs have been lost, misunderstandings have grown, and friendships have suffered because someone didn't return a phone call.

With cell phones and voice mail or, if nothing else, e-mail, there is no excuse for not responding to a person who is trying to get ahold of you.

If you have any good ideas about how to deal with non-caller-backers, let me know. As Forrest Gump would say, "And that's all I have to say about that."

Underwear ambassadors -- Wednesday the people behind Freshpair.com will be part of the fourth annual National Underwear Day.

And if you happen to be in the Big Apple that day, you'll see dozens of models, male and female, on the streets clad in nothing more than the hottest new styles of underwear from several brands. And they'll be handing out underwear.

According to Michael Kleinmann, president of Freshpair.com, they've had lots of public participation in the past.

"Some New Yorkers strip down to their skivvies and join in the festivities." Gives new meaning to what Mama always told you about clean underwear.

Not time to trim the tree -- When temperatures are soaring, it's difficult to think of



## **PRESS COVERAGE**

fall, but it's a real shocker to flip open a catalog and see Christmas trees, stockings hanging on a fireplace and a matching tree skirt.

Neiman Marcus wins the way-too-early-bird prize. Holy cow, it's not even close to Halloween.

I love the holidays and plan for Christmas year-round, but even I have to say it's a little early to be thinking ornaments.

Most of us are more in the mood for summer clearance.

### 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.