

2(x)ist Launches MAXIMIZE Collection Exclusively at Freshpair.com —Ultimate Comfort with Package Enhancing Benefits.

NEW YORK, NY

2^{(x)ist} MAXIMIZE is the newest contender in men's profile-enhancing underwear with a unique twist: using comfort to boost the bulge. The special MAXIMIZE pouch lifts the goods and holds them slightly away from the body, creating a support system that feels great but also gives the appearance of a bigger package. Before MAXIMIZE, guys relied on a variety of hoops, slings and gadgets to deliver similar results. Now they can enjoy a natural look with a more comfortable feeling.

"MAXIMIZE fills a major need in the market," Freshpair President Michael Kleinmann said, "giving guys who prefer enhancing underwear a sexier, more natural way to get results. Freshpair is proud to partner with 2^{(x)ist} on this exclusive launch." Freshpair has been on the forefront of enhancing underwear since the very first style debuted, and the addition of MAXIMIZE will appeal to even more guys looking to make the most of their underwear.

Fans of 2^{(x)ist} will love the MAXIMIZE Collection, as the two styles are updated versions of the classic No Show Brief and No Show Trunk. MAXIMIZE is made from a modal and spandex blend fabric with a smooth, silky feel, and offered in both black and white. A sleek platinum waistband with a subtle 2^{(x)ist} logo completes the sexy look. "When you put on 2^{(x)ist}, we want you to look great and feel good" said 2^{(x)ist} Creative Director Jason Scarlatti, "MAXIMIZE is a comfortable and seductive way to lift your confidence." And since comfort is the key to the success of MAXIMIZE, it's great for any type of guy, even when package-enhancing isn't an issue.

Available exclusively on Freshpair.com, the MAXIMIZE Collection from [2^{\(x\)ist}](#) will debut in early November. Shop the collection at <http://www.freshpair.com/mens/2xist.html>.

About Freshpair

[Freshpair](#) is the premier destination for all things underwear, providing the personal attention of a boutique with the wide selection of a department store. We carry over 100 brands of men's and women's underwear and intimate apparel with the expert advice to make sense of it. Freshpair is also the founder of National Underwear Day, an annual holiday dedicated to the appreciation of underwear. Every shopping experience on Freshpair is backed by our exceptional customer care and includes free shipping on all US orders. If it's new in underwear, it's on Freshpair.

About 2^{(x)ist}

Known for its cutting-edge fashion, contoured shapes and superior comfort, 2^{(x)ist} creates fashion-forward designs to fit men's lives. Founded in 1991, 2^{(x)ist} has grown to become an iconic men's lifestyle brand with a style and fit for every occasion. 2^{(x)ist} leads the evolution of fabrics, materials and technology to create better fitting underwear, apparel and accessories for fashion-forward, confident modern men. Find your fit at www.2xist.com or [facebook.com/official2xist](https://www.facebook.com/official2xist).