



PRESS COVERAGE

FOR IMMEDIATE RELEASE

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Freshpair Teams Up with The Breast Cancer Research Foundation

NEW YORK, NY (August 1, 2006) Freshpair, one of the leading internet retailers of men's and women's intimate apparel, has teamed up with The Breast Cancer Research Foundation (BCRF) to continue the fight against breast cancer.

On August 9th, when the fourth annual National Underwear Day will take place, Freshpair will be working with the BCRF by distributing information on breast cancer and urging women to get screened so they can determine if they are at risk for the disease. From August 7th until August 20th, Freshpair will donate \$2 from the sale of select Le Mystere and Chantelle items to the BCRF.

During Breast Cancer Awareness Month in October, Freshpair will continue its partnership with BCRF. For the entire month, Freshpair will donate \$2 from the sale of select lingerie styles to the BCRF.

Since its inception, the BCRF has raised more than \$144 million – over \$27 million in the fiscal year 2005 alone – to support clinical research at cancer centers across the globe. These cancer centers conduct advanced and promising breast cancer research into new therapies and genetic links that will help lead to prevention and a cure.

In October 2005, the BCRF awarded over \$22 million in new grants to more than 110 researchers across the United States in Canada, Europe, Latin America, and Israel.

"Freshpair is proud to join forces with the Breast Cancer Research Foundation," says Michael Kleinmann, President of Freshpair. "From donating money from sales to spreading awareness, we have faith that our efforts will help end this terrible disease."

About The Breast Cancer Research Foundation

The Breast Cancer Research Foundation was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit 501(c) (3) organization dedicated to funding innovative clinical and genetic research. The Foundation supports scientists at leading medical centers worldwide whose research is focused on achieving prevention and a cure for breast cancer in our lifetime. A minimum of 85 cents of each dollar donated to the Foundation goes directly to breast cancer research and awareness programs. BCRF is currently funding over 110 researchers across the U.S. and in Canada, Europe, Latin America, and Israel. The Foundation has received the highest rating from Charity Navigator, four stars, for five consecutive years, which means BCRF has outperformed over 98.7% of more than 5,000 evaluated charities in efficiently managing its finances. For more information, visit www.bcrfcure.org.



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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.