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**Contact:
Public Relations
Freshpair.com
Tel (212) 505-6900**

CALVIN KLEIN INTRODUCES NEW MEN'S UNDERWEAR LINES
Freshpair.com announces the arrival of Calvin Klein 365 and Calvin Klein Pima Cotton

New York, NY (February 3, 2006) Calvin Klein, the brand that pioneered the art of underwear advertising, once again defines the underwear zeitgeist with two new lines: Calvin Klein 365 and Calvin Klein Pima Cotton.

Calvin Klein 365 is the latest evolution of Calvin Klein men's underwear. Calvin Klein 365 is a collection of new modern basics made from lightweight cotton. Calvin Klein 365 body defining tops and low-rise bottoms are engineered for fit and comfort.

Calvin Klein 365 styles, such as the popular 2-pack tank top and the hip brief, subscribe to the classic Calvin Klein formula of body-conscious sex appeal and timeless modern silhouettes.

For more information about Calvin Klein 365
http://www.freshpair.com/catalog_section_men_brand_40_collection_222.html

Another new line of men's underwear from Calvin Klein is Calvin Klein Pima Cotton. Ideal for warm weather months or destinations, Calvin Klein Pima Cotton pieces are made from high quality pima cotton and are incredibly soft and feathery light.

Popular styles from the Calvin Klein Pima Cotton line, such as the tank top and bikini brief, combine Calvin Klein's reputation for sensuality and fantastic lightweight design.

For more information about Calvin Klein Pima Cotton
http://www.freshpair.com/catalog_section_men_brand_40_collection_236.html

"One of the reasons Calvin Klein underwear has remained an iconic brand is due to the company's constant attention to new ideas and evolution," says Michael Kleinmann, Chief Operating Officer of Freshpair.com. "Customer interest in Calvin Klein 365 and Calvin Klein Pima Cotton is the latest example of the brand's unwavering popularity."

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.