



TRACY PAUL & COMPANY, INC.

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Freshpair Presents the Fifth Annual National Underwear Day

(New York, NY) June 27, 2007 – On Tuesday, August 7, 2007, underwear will come out of the drawer and into the streets, celebrating its status as the most important item worn throughout the day. Commemorating its fifth anniversary, **National Underwear Day** will celebrate the importance of underwear with runway shows, give-a-ways and other surprises in the heart of Times Square. National Underwear Day will also mark the beginning of an exciting new charitable program – *Freshpair, Freshstart* – to help provide basic necessities to people in need.



From 11AM – 2PM, male and female models clad in today's hottest brands including Wacoal, Le Mystère, Natori, DT Clothes and Chantelle will walk the catwalk in the latest styles. Throughout the day, **National Underwear Day** will have changing stations set up for passersby to change into a free, fresh pair of underwear from C-IN2, Diesel, and Ginch Gonch.

Those enjoying the festivities of **National Underwear Day** will also learn about *Freshpair, Freshstart*, a program committed to providing basic, practical necessities. **National Underwear Day** is the first of many *Freshpair, Freshstart* opportunities where the public can help people who are struggling to rebuild their lives. A day of friendly family fun, **National Underwear Day** is surely an event not to be missed!

Additional participants in National Underwear Day Festivities include: Barely There, Hanes, Go Softwear, Paul Frank, Male Power, Report Collection and Cotton Incorporated.

Freshpair is a leading online retailer of men's and women's intimate apparel selling over 100 brands. Freshpair is also the founder of National Underwear Day. Freshpair's exceptional customer service and huge selection help make every shopping experience comfortable and convenient. At Freshpair, you can buy underwear in your underwear.

For inquiries or additional information about Freshpair or National Underwear Day, please contact Francesca Madeo at Tracy Paul & Company, Inc. at 212.741.5459 or francesca@tracypaul.com

