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**FOR IMMEDIATE RELEASE**

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**SHIRLEY OF HOLLYWOOD HEATS UP 2007 WITH THE  
DEBUT OF NEW “INTIMATE ATTITUDES” PLUS-SIZE COLLECTION,  
“H.O.T.” PACKAGED LINGERIE AND “H.O.T.” HOSIERY LINE**

**Plus Top 20 Best Sellers List From Intimate Attitudes!**



**HOLLYWOOD, September 30, 2007** – Shirley of Hollywood, the leader and originator in sensuous lingerie since 1948, heats up 2007 with the release of their 2007/2008 Intimate Attitudes collection and H.O.T Package Lingerie and Hosiery lines – all inspired by Hollywood glamour.

Shirley's Intimate Attitudes (IA) Collection is in the midst of a major expansion with over 200 full-figured intimate styles – in honor of it's 20<sup>th</sup> Anniversary. Eric Schlobohm, Shirley of Hollywood's International Sales Director says, “We've been offering plus sizes for over 20 years and in the last year alone, we've seen a 15% increase in the market. To meet that demand, Intimate Attitudes has expanded, now going from a 44-page catalog to a 64-page catalog.”



Best Selling Corset X9378 and Sexy, Satin Bustier X29002

As part of the 2007/2008 expansion, Intimate Attitudes (IA) bridal category has more for the plus size woman, with corsets for the “walk down the aisle” to baby dolls, chemises, and glamorous lingerie for the honeymoon and beyond. Whether's it is dressing up for Halloween or anytime, Shirley offers more than three dozen fabulously fitted costumes for the Intimate Attitudes woman. With buyers, IA's very unique Night Nurse is a big hit, as well as our Mae-Dam West long stretch velvet dress with a great ruffle treatment at the bust and along the hemline.



### **Intimate Attitude Collection Heats Up 2007 with Killer Curves and Voluptuous Intimates**

IA's fitted corsets and bustiers continue to be very strong in both the boudoir and out on the town, whether you are looking for something to wear for a night out with a jeans or skirt, or little something for the bedroom, Shirley has it. Shirley has added more waist cinchers to its 2007 line and will be showing off how versatile these layer pieces can be for dressing up an outfit. Shirley handpicks its fabrics and this collection features beautiful cross-dye fabrics, two-tone laces; small delicate floral embroideries and leopard animal prints in bright and vivid colors. Our new stretch knit chemise with eyelash lace has also really been hot in missy sizes, and is also getting a fantastic initial reaction with Intimate Attitudes buyers.

“Our customers love being able to offer and merchandise items from a full range of sizes – from missy sizes right up to 6x or a size 50. They can do this from our 15 best-selling styles and from Shirley's family of brands,” explains Roy Schlobohm, Shirley's CEO, “And we don't just grade up a large to a 1x, but do a specific fitting with our model Leslie that's a true 1x, then we grade the patterns up. It's all about the quality and fit at Shirley, from the design and beautiful fabrics to the special finishing touches like bows, multiple straps, lace and adjustable covered garters throughout our collections. Whether it's one of our long gowns, baby dolls, or bustiers, that extra touch always shows when it's Shirley.”

In addition to the Intimate Attitudes Collection, Shirley also offer full-figure sizes within our racier Risque Collection targeting a sharper price point with bustier sets, teddies, chemises and more. Dana Schlobohm-Walczuk, Shirley of Hollywood Director of Design, talks about how the lines are designed for any size and style: “At Shirley of Hollywood, we offer beautiful and elegant lingerie for all – from our Risque line to excite the more adventurous woman, to our wide array of classic plus-size designs from our Intimate Attitudes collection, to our H.O.T. Package Lingerie and Stockings that offers all-over allure body with our body stocking sets, hosiery & garters, and silky black dresses.”

### **H.O.T Collection Hits the Perfect Price Point With All-Over Body Allure**



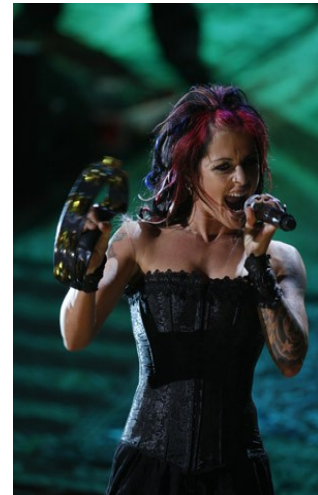
This month, Shirley is also premiering one of their hottest collections for '07/'08, aptly named H.O.T., which brings retailers over 80 great hosiery and intimate sets, at fantastic prices. “The premiere of Shirley's new H.O.T. Hosiery and H.O.T. Lingerie was an incredible success at the Las Vegas Lingerie Show. We booked a phenomenal 50% increase from year's show in our packaged collections. We continue to get comments from our retailers that our packaged goods check better than anything they've got on the floor,” says Eric Schlobohm.

Whether it's fishnet or sheer stockings, lace bodystockings, all-new leggings, stretch lace gowns, silky black dresses or playful sets, Shirley's beautifully packaged H.O.T. Collection has it. And once again it fits perfectly, because this collection is designed for “one-size fits all” for both missy and plus sizes. Each garment is made with wonderful form-fitting fabrics that stretch to deliver all-over body allure.

“H.O.T is designed for both misses and plus sizes for that body beautiful look. We are constantly ensuring that our sizing is right. What our hosiery mill originally called a plus-size was way off, so we had to resubmit our true full-figure specs for the best fit within our hosiery offering,” said Eric.

And Eric went on to say, “and if our annual catalog offerings aren’t quite enough to satisfy your intimate needs, just wait, our Holiday and Valentine Collections are in the works. This special collections will feature more plus-size and H.O.T. looks. Stay tuned to Shirley of Hollywood, where we have “a sensuous look for every woman.”

- More On Shirley of Hollywood -



Shirley Rocks the House on CBS Rock Star

Shirley of Hollywood has been featured on CBS' Rock Star: Supernova, HBO's Entourage and the KTLA Morning News, as well as in Hooters Magazine, Hoy Newspapers, Beauty News NYC and Fashiontribes.com, among others.

PCD Dancer Strikes a Pose in Shirley's Bustier at Pure In Vegas



Additionally, the The Pussy Cat Dolls, selected Shirley's sexy satin bustier for their hit TV show and to wear at their club in Vegas, and Shirley's 2006 cover model Tyran Richards is featured in the March issue of Playboy. Shirley of Hollywood also works with major studios including Disney and Universal.



The Schlobohm Family

Eric Schlobohm - International Sales Director, Roy Schlobohm - CEO, Dana Schlobohm-Walczuk – Director of Design & Marketing, Jon Schlobohm – CFO, Ron Schlobohm - Domestic Production, Kirk Schlobohm - QC and offshore production, and Dora Schlobohm - North American production

### **About Shirley of Hollywood**

Shirley of Hollywood is the leader and originator of sensuous lingerie having helped establish the category nearly 60 years ago. Since 1948, three generations of the Schlobohm family have run every step of this family business, from design and manufacturing to sales and distribution. Shirley has designed and produced major private labels top lingerie retailers for over five decades, provides fan merchandise for Playboy and has manufactured private labels for Marshall Field, Saks Fifth Avenue and

Lord & Taylor, among others. Shirley of Hollywood delivers exceptional and affordable lingerie to more than 3,000 stores in the U.S. plus the UK, Australia, Vietnam, Europe and beyond. The Shirley of Hollywood family of brands also includes: *Intimate Attitudes*, established in 1987 offering gorgeous lingerie styles that flatter full-figures in sizes 1x-6x; the *Risque* collection, introduced in 1994, offering a full range of racy lingerie and high-fashion playwear styles affordably priced in missy and plus sizes; the *Gyz* line of distinctive men's wear launched in 2003; *HOT* Packaged Lingerie & Stockings, which debuted in 2004; and *Halloween*, our expanded line of hauntingly successful his/her costumes in all sizes.

#### **The Shirley of Hollywood Distinctive Difference**

Back in the 1800's looking like an hourglass meant not breathing. Fortunately, Shirley of Hollywood has reinvented today's corset with styles that are comfortable as well as supportive and flattering. Shirley of Hollywood handpicks its own fine fabrics and designs each garment using live models to meet the company's unique, high-end specifications for fit and comfort. Each year, Shirley of Hollywood offers more than 600 styles of wonderfully sexy lingerie in over 6,000 varieties of size and color featuring more than 200 varieties of laces and trims, each specially picked to add just the right finishing touch. Shirley of Hollywood's famed catalogs have featured some of the hottest modeling talents in the world, from Brooke Burke to Leanne Tweeden of Fox. For more information, visit [www.shirleyofhollywood.com](http://www.shirleyofhollywood.com).

See the next 2 pages for Top Sellers

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FEATURE



**THE PLUS-SIZE AND "BIG AND TALL" MARKETS ARE DOING UNBELIEVABLE BUSINESS,**

and, according to market research group Priced Facts, will reach \$107 billion in sales by 2012. The plus-size lingerie segment of this market also is experiencing exponential growth. It seems women of all shapes and sizes are waiting—and buying—all manner of lascivious and lascivious lingerie, from crotchless panties, vinyl boots, and sexy corsets to a whole lingerie drawer full of other high-end specialty intimates.

What's spurring this growth and market boom? It's a synergistic combination of factors, including a demographic that literally gets larger by the year and a market that has been, up until recently, wildly underserved.

Many mainstream lingerie brands carried in the primary intimates retail channel, department stores, don't go beyond a C cup. Even Limited Brand Inc.'s mall giant, Victoria's Secret, has a paltry selection of styles available in sizes above C, maybe D. Even the very definition of the term "plus size" is shifting. Manufacturers used to offer extra-large sizes, maybe two levels up to 2XL. Now, "plus" typically encompasses 1X to 6X, with other manufacturers serving the market up through 12X.

Shopping for silky intimates is supposed to be fun, allowing a woman to celebrate her feminine side and indulge in feeling beautiful and naughty. A shopping trip for a plus-size woman, however, often is a depressing debacle. Larger ladies are forced to walk past the variety of smaller-sized, adorable intimates in an array of colors, complete with pretty, delicate straps and beautiful detailing, to a meager plus-size section, which can often be characterized by decidedly unsexy adjectives—like "bulky," "frumpy," "utilitarian," and even "plain." They can flip through the racks interminably, only to find drab variations in color and fabric, a sea of white, black, and beige cotton.

Given the ripe market and the dearth of attractive, pretty, and, yes, even sexy, styles, plus-size women finally are rejoicing at having some options. The main manifestation of their appreciation? Spending money.

**An expanding market**

The American public is getting larger. According to the Centers for Disease Control and Prevention, the average American woman is 5 feet 4 inches tall and weighs 140 pounds—and growing. This equates to a size 10 or 12. The average American bra size also has increased, going from 34D to 36C in just a few decades. Whether this is the result of nutrition, sedentary lifestyle, or breast augmentation, the proportions of American women have shifted.

Plus-Size Stretch Fishnet Bodysuit (Style 200001), Intimate Attitudes from Shirley of Hollywood

**PLUS-SIZE LINGERIE EQUALS QUEEN-SIZE SALES**

BY CAROLINE RATH

**INTIMATE ATTITUDE TOP SELLERS**



**X9393**



**X20295**



**X9378**

**TOP 20 Best Sellers From Shirley of Hollywood's Intimate Attitudes Collection**

- (1) x9393
- (2) x9001
- (3) x9378
- (4) x20295
- (5) x3595
- (6) x29030
- (7) x29000
- (8) x20122
- (9) x3585
- (10)x2686
- (11)x2497
- (12)x7226
- (13)x324
- (14)x3835
- (15)x20258
- (16)x20016
- (17)x3537
- (18)x3175
- (19)x20015
- (20)x3665

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