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CELEBRATE SEXY FROM THE HEART WITH SHIRLEY OF HOLLYWOOD'S 2009 VALENTINE'S COLLECTION

With Over 80 Glamorous Styles and Gifts to Make Your Valentine's Unforgettable!
Plus "Sexy At Any Size" Styles from Intimate Attitudes And Shirley's SEXY SALE Featuring Valentine's Top-Sellers At Unbeatable Prices!

So Sexy. So Shirley.

HOLLYWOOD, November 17, 2008 – Shirley of Hollywood (www.shirleyofhollywood.com), the international leader in luxurious lingerie, debuts it's **Most Desired Valentine's Collection Ever** with the release of Shirley's Valentines Look Book featuring 34 pages of glamorous lingerie and dazzling gift sets to romance your someone very special.



Sugar and Spice and Naughty-Nice...that's what Valentine's is made for!

"Shirley's 2009 Collection has the perfect blend of sweet and sexy,' according to Shirley's Head of Design, Dana Schlobohm-Walczuk, "featuring scrumptious silks and satins, in luscious colors from cotton candy pinks to ripe, red strawberry. It wouldn't be Valentine's without our signature sparkle which runs through several pieces in this collection, including our bra and gartered chemise sets that dazzle with L-O-V-E spelled out with faux diamonds. And our strappy bra and g-strings are adorned with heart-shaped rhinestones. This lavish collection also includes our signature bustiers, corsets, skintinis and bikinis in a whole wardrobe of whimsical heart prints, trimmed in dainty dyed lace. There is a look to for every woman, in every size and style."

And Shirley's new Valentine's Collection really shows off it's range with over 80 romantic must-haves including: **All-New Ravishing Heart Print Bustiers and Chemises** - both perfect for day-to-late-night fashion, **Stretch Heart Cami and Boy Short Sets** trimmed in ruffles and lace, **Vintage Style Charmeuse Baby Dolls and Bra Sets**

(Available Black/Passion Pink or Black/Red), **Dazzling Stretch Mesh and Lace Love Bra Sets and Chemises; Cute and Flirtatious Stretch Lace Gartered Chemises; Swirl Heart Embroidered Bustiers and Shelf Bra and Panty Sets; Chiffon Baby Dolls** in three fabulous colors; and **Two-Tone Heart and Lace Shelf Bra and Panty Set with Garters**.

"And today's lingerie is the perfect way to play up your curves and enhance your assets while camouflage what you don't want to show," explained Dana, "As our line features babydolls with push-up bras, stretchy fabrics, and strategic placement of lace, ribbons, and ruffles to pull your eye toward your sexiest attributes. And even if no one sees that glamorous bra, you know you are wearing something special and it gives you confidence 24/7!"



Vintage Style Bra Set Trimmed in Ruffles & Lace Style 20378 Heart Print Bustier Style 25921

Eric Schlobohm, Shirley of Hollywood International Sales and Marketing Director went on to say. "Our retailers are lovin' our Valentine line, from the subtle heart lace pattern groups, that will continue to merchandise after Valentine's Day, to our racy heart cut-out group. Many of the styles go up to 3x in our Intimate Attitudes line, and we also have great new pieces in the HOT packaged line, with a revealing strappy-net heart pattern chemise, a ruffle mesh halter neck teddy and much more. Shirley always does her part to stoke up the flames for Valentines Day."

Shirley is currently shipping their 2009 Holiday collection now for at once delivery, and taking orders for Valentine's. Valentine will start shipping in just a couple weeks, on Dec 1st.

"At Shirley, every product is a labor of love. We handpick our own fine fabrics and design every garment to meet our high-end specifications, just like our founder Herman Schlobohm did back in 1948. We give you more options than anybody else—more styles, more colors and more than 200 varieties of laces and trims for that perfect finishing touch. We treat every customer as a cherished member of the Shirley family, because that's what we are—a family. We keep business as personal as the lingerie we sell," said Roy Schlobohm, President, Shirley of Hollywood.

For more information, contact Shirley today to request a Sweet and Sexy Valentine's catalog – 1-800-421-9359 or sales@shirleyofhollywood.com.

Next UP: Shirley's Ultra-Glam 2009 Collection Featuring Luxurious Lingerie and Our Most Stunning Corsets and Bustiers Ever! Stay tuned to Shirley of Hollywood for the most sensuous looks for every woman. Shirley's Valentines 2009 lingerie collection ships Dec 1.

Shirley Sexy Model Search Winners Head to Hollywood for Fashion Photo Shoot on Oct. 27

In other news, Shirley is proud to announce the winners of its yearlong Sexy Model Search, celebrating its 60th Diamond Anniversary. **Brandi Reed of Miami, FL, sponsored by Play Things**, won a miss size modeling contract with Shirley of Hollywood and will travel to Hollywood later this month for her first official fashion photo shoot. Joining her to represent the Intimate Attitudes category will be plus size winner **Brooke Stuart of Temecula, CA, sponsored by Babydollz Lingerie**. More info, photos and footage of the winning moments are available at:

<http://www.shirleyofhollywood.com/modelsearch>:



More than 500 beautiful aspiring models from across the U.S. entered Shirley's Sexy Model Search with the hopes of winning a Shirley modeling contract, including a glamorous Hollywood photo shoot for Shirley's 2009 collection, styling in Shirley's lavish lingerie collection, professional photos for their portfolio taken by top fashion photographer and an appearance in Shirley's famed catalogs - distributed worldwide. The top 20 finalists attended a glamorous weekend celebration featuring **Shirley's Sexy Model Search Finale Fashion Show** at Sheraton Cable Beach Resort. The Bahamas on Sept. 27, with a private pre-event dinner graciously hosted the evening before at Nygard Cay – the world's most expensive resort – by billionaire fashion designer, Mr. Peter Nygard.

This weekend of glitz, glamour and style was attended by **NFL Players** including **Miami Dolphins** Akin Ayodele and Nate Jones who helped judge the competition; and The Bachelor Guy Eric Rogell, who co-hosted the runway fashion show with current Shirley cover model Tyran Richard (Miss March, 2007) and Rene Braga, host of Ritmo Deportivo on Telemundo. Other judges included Nygard, Hawaiian Tropic Founder Ron Rice and Shallan Meiers (Miss Sept. 2002). Shirley Sexy Models and VIPs returned to Nygard Cay for high fashion photo shoots and a Benefit Volleyball Tournament featuring lingerie models paired with members of the Bahamian National Team on Sept. 28. Shirley Sexy Model winners are available for interviews and media opportunities – contact press@shirleyofhollywood.com.

About Shirley of Hollywood

Shirley of Hollywood is the leader of sensuous lingerie having helped establish the category 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 six decades, provides fan merchandise for Playboy and has manufactured private labels for major retail chains.

Shirley 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 & high-fashion playwear styles affordably priced in missy & plus sizes; the **Gyz** line of distinctive men's wear launched in 2003; **HOT** Packaged Lingerie/Stockings, which debuted in 2004; **Halloween**, our expanded line of hauntingly successful costumes in all sizes; and the all-new **100% Babe** collection for the fashion forward and flirty young woman in mind.

The Shirley of Hollywood Distinctive Difference

Back in the 1800s, 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's famed catalogs have featured some of the hottest modeling talents in the world, from Brooke Burke and Victoria Silverstedt (Past Playmate of the Year) to Leanne Tweeden of FOX and Tyran Richard (March '07 Playboy Centerfold). Shirley of Hollywood lingerie has been featured in leading magazines, from FHM to Maxim and Playboy, and on hit national TV shows including *So You Think You Can Dance*, *America's Got Talent*, *Entourage* on HBO, *America's Next Top Model*; *The Pussycat Dolls: Search For The Next Doll* on the CW and *Rock Star: Supernova* on CBS.