



FOR IMMEDIATE RELEASE

Contact: Kris Ellenberg or Tristan Mansey
kris.ellenberg@gmail.com
tristan@mansey.com
310.430.1772 or 310.989.0856
Footage & Photos Available on Request

SEXY IS BACK!
SHIRLEY OF HOLLYWOOD ANNOUNCES THE WINNERS
OF ITS FIRST-EVER SEXY MODEL SEARCH IN THE BAHAMAS

Brandi Reed of Miami, FL Wins Miss Modelling Contract
Brooke Stuart of Temecula, CA Named Intimate Attitudes Plus Size Winner



Shirley Sexy Miss Model Winners and Shirley Sexy Full Figure Model Winners for 2009

HOLLYWOOD, Sept. 30, 2008 – Shirley of Hollywood, the leader in sensuous lingerie since 1948, 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 in October 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**. Footage of the winning moments is available at: <http://www.graphicmass.com/shirley/shirleywinnersm.mov> or go to <http://www.thebachelorguy.com/and-the-winners-are.html> for behind the scenes coverage.

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 and Crystal Palace Casino Ballroom, Nassau, The Bahamas** on Sept. 27. This evening of glitz, glamour and style was attended by **NFL Players** including **Miami Dolphins** Akin Ayodele and Nate Jones who helped judge the competition; 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 billionaire fashion designer Peter Nygard, Hawaiian Tropic Founder Ron Rice and NFL Star Akin Ayodele (Miami Dolphins), & Shellan Meiers (Miss Sept. 2002).

"This has truly been a dazzling diamond anniversary celebrating Shirley's 60 Years of Sexy, and we couldn't be more excited about welcoming the winners of our Sexy Model Search to the Shirley of Hollywood family – congratulations Brandi and Brooke!" said Roy Schlobohm, President, Shirley of Hollywood.





Brandi Reed is a hazel-eyed, brown-haired beauty who works as a model in Miami, FL and grew up in Canton, MI where she attended Plymouth Salem High School. She received a full scholarship to the University of Michigan-Ann Arbor as a figure skater and worked in news at NBC 25 and FOX 66 in Flint, MI.

"I am beyond thrilled to have been named the winner of Shirley's Sexy Model Search," said Reed.

"Shirley of Hollywood is a sexy, sophisticated and timeless brand and its models evoke such beauty and grace. Being named a Shirley of Hollywood model will definitely enhance my career and I will strive to carry on Shirley's legacy of "crème de la crème" lingerie models."



Brooke Stuart is a beautiful blue-eyed blonde who grew up in San Diego, CA attending Mt. Miguel High School in Spring Valley and Grossmont College in Mt. San Jacinto. She enjoys playing piano and guitar, singing and swimming and works at her family's spa Sweet Cheeks Studio in Temecula, CA in addition to working as a registered dental assistant. Stuart beat out Brandi Miller of Hollywood, CA, sponsored by HipsandCurves.com who placed second; and Miranda Walz from Camas, WA (near Vancouver), now living in Los Angeles, sponsored by Curvy Clothing, who came in third in the plus size category.

"Shirley has shown women for 60 years that there are no limitations on who can be sexy – sexy comes in all sizes, shapes and styles," said Brooke. "As a model for Shirley of Hollywood, I want to share that positive attitude with all women. What makes us unique and beautiful is our intelligence, confidence, a healthy lifestyle, honesty, ethics, great friends, family, charity and a personal spiritual connection. That's our true advantage of being women -- what's on the inside is a beautiful reflection we show on the outside!"

Joining Brandi in the top three miss model spots were two other Florida beauties: **Ashley Lowe of Ft. Lauderdale, FL sponsored by Naughty But Nice**; and **Cathleen Lee Cornish, of Jacksonville, FL sponsored by La Boutique De Lingerie**. Lowe attended Berthoud High School in Berthoud, CO and New York City University before moving to Ft. Lauderdale where she currently works as a teaching assistant at Butterfly Effects, a school for children with autism and behavioral needs, and attends Aveda Institute. Cornish was born in Portsmouth VA but has lived in Jacksonville her whole life where she currently manages a local nightclub.

The top six miss model finalists will travel to the new Venetian Hotel Macao in China for a modeling shoot and fashion event in 2009. Placing fourth was **Wrenna Monet of Petersburg, AK, now living in N. Hollywood, CA, sponsored by Feeling USA**; fifth place went to **Jamie Peery from Portland, OR, sponsored by Fascinations**; and the sixth place winner was **Kylene Gaston of Vancouver, WA, sponsored by Racey Lingerie**.

Shirley of Hollywood will also be rewarding its loyal customers who helped scout the next sexy Shirley models. The stores who sponsored the top two winners will each receive \$5,000 worth of Shirley merchandise; second place sponsoring stores will receive \$2,500 and \$1,500 will go to the third place sponsoring stores. Shirley Sexy Model Search event sponsors included NBC, ESPN, EXTRA, Telemundo, Nygard.com, BlueRay Technologies, LLC, Fifth Avenue Models, TheBachelorGuy.com, RockStar Energy Drink, Paul Mitchell and PlayerXT.com, which is producing a one hour special of the event for TV syndication.



TYRAN RICHARD
MISS MARCH 2007



This jam-packed weekend of VIP events included a special invite for Shirley entourage guests to tour the private island of Nygard Cay – the world's most expensive resort where Oprah, Presidents and movie stars have stayed - where they attended a dinner with Peter Nygard on Sept. 26. On Sept. 28, 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 at Nygard Cay**.

Some of the most famous model talents have graced the pages of Shirley's renowned catalogs including "Wild On" Brooke Burke, ESPN's Leeann Tweeden and Victoria Silvstedt (actress, singer, and a Playmate of Year). 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.

Shirley's Sexy Model Search kicked-off in January 2008. Aspiring models entered by visiting one of our participating stores or going online to www.modelsearch.shirleyofhollywood.com. For a complete list of the top 15 Models, go to the following pages.

About Sheraton Cable Beach Resort and Crystal Palace Casino (<http://www.Sheraton.com/CableBeach>)

The all-new Sheraton Cable Beach Resort is situated on a 1,000-foot stretch of Nassau's spectacular white-sand Cable Beach. Set on seven exquisite acres of stunning waterscape, the resort offers three freshwater pools with flowing waterfalls, a swim-up bar and oversized whirlpools nestled among tropical landscaping.

NYGARD CAY: WORLDS MOST EXPENSIVE RESORT (www.NygaardCay.com)

Venture to Your Next Great Adventure – Nygard Cay, the 150,000 square foot playground of the rich and famous, where Presidents, Movie Stars and Oprah escape to paradise. This private luxury resort includes replicas of Mayan Temples, private tennis and volleyball courts, beaches, pool, disco club, state-of-the-art home theatre and 20+ themed cabanas.

Slim and Seductive or VaVaVoom Voluptuous - Be Who You Want To Be In Shirley™

Shirley delivers exceptional and glamorous lingerie – all at affordable prices. 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 800 styles of wonderfully sexy lingerie in over 6,000 sizes and colors, plus 200 distinctive laces and trims -- each specially picked to add just the right finishing touch. Our customer service is the best in the business. We work hard to give you the best quality and the best selection at the best price possible.

About Shirley of Hollywood

Shirley of Hollywood is the leader in 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 *Risqué* 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, which premiered at the International Lingerie Show in Las Vegas this month and begins shipping in late October.

#