

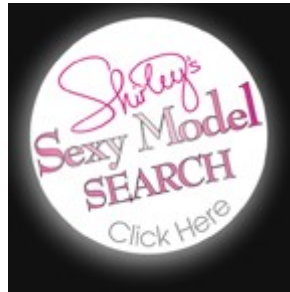


FOR IMMEDIATE RELEASE

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THE SEARCH IS ON! FOR SHIRLEY'S NEXT SEXY MODEL



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

**Our First-Ever Search for Both Missy and Plus-Size Lingerie Models
Help Us Discover Shirley's Next Star --They Could Be In Your Town!**

WANTED: Models Of All Shapes and Sizes!

**Shirley Celebrates "60 Years of Sexy" With Year-Long Model Search
Amazing Prizes, Modeling Contracts, and 2008 Diamond Anniversary Collection**

HOLLYWOOD, April 1, 2008 – Shirley of Hollywood, the leader in sensuous lingerie since 1948, is celebrating its 60th Diamond Anniversary in 2008 with a national search to find its next sexy lingerie model. Some of the most famous model talents have graced the pages of Shirley's famed catalogs including Brooke Burke and Leann Tweeden. Shirley is looking for it's next star and it could be YOU!

Shirley's Sexy Model Search: Shirley is looking for women of all shapes, sizes and ages to show off their sexy, Shirley style for the chance to win fabulous prizes, and launch a lingerie modeling career. Shirley will select 20 sexy finalists. Then, America will vote to choose the Top 10 Sexiest Shirley and Intimate Attitudes Models online at www.ShirleyofHollywood.com and at www.thebachelorguy.com.



Two Lucky winners -- one missy-size Shirley model and one Intimate Attitudes plus-size model -- will be announced at the end of September 2008. Winners will receive: a contract for 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 appear in Shirley's famed catalogs - distributed worldwide.

"We're looking women of all ages and shapes to show us their sexy side and unique style to help us celebrate 60 Years of Sexy," said Roy Schlobohm, President, Shirley of Hollywood. "Every woman has a little Shirley inside them waiting to get out, and we're here to help with great incentives to enter **Shirley's Sexy Model Search**."

"This is a very exciting milestone year for Shirley of Hollywood, and we want to celebrate by offering our sexiest line of lingerie yet," said Dana Walczuk, Shirley of Hollywood Director of Design. "**Our 60th Commemorative Collection** is inspired by old Hollywood glamor with a contemporary twist. Look for our signature corsets with bling – after all, this is our diamond anniversary."

Shirley's Sexy Model Search will kick-off in February of 2008. To enter, just visit one of our participating stores (listed at www.ShirleyofHollywood.com/retail.htm) or go online to <http://www.shirleyofhollywood.com> and click on **Shirley's Sexy Model Search** button! (website page to go on-line February 14, 2008)

Shirley of Hollywood will also be rewarding its customers who scout our next sexy Shirley models: with thousands of dollars worth of Shirley merchandise and one of 60 vintage Shirley corsets and other commemorative giveaways. For more information, please contact sales@shirleyofhollywood.com.

"Our retailers know sexy, and know lingerie. **Shirley's Sexy Model Search** is the perfect way to bring costumers into their store, so everyone can celebrate their own brand of sexy." said Eric Schlobohm, Shirley of Hollywood International Sales and Marketing Director. "Thanks to our loyal retailers our business continues to grow by leaps and bounds – even as the market has become more competitive. Turning 60 has never been sexier, or more fun!"

Over the years, Shirley of Hollywood's famed lingerie catalogs have featured some of the hottest modeling talents in the world, from Brooke Burke and Victoria Silverstedt (Past Playboy Playmate of the Year) to Leanne Tweeden of Fox Sports, Quina Chase (June '05 Playboy Playmate) and Tyran Richard (March '07 Playboy Playmate). And Shirley of Hollywood lingerie has been featured in leading magazines, from FHM to Maxim and Playboy; and on hit national TV Shows including *America's Got Talent*, *Entourage* on HBO, *The Pussycat Dolls: Search For The Next Doll* and *America's Next Top Model* on the CW, and *Rock Star: Supernova* on CBS.

In honor of all our famed models, Shirley is creating it's **first-ever 60th commemorative 2008 Calendar**, showcasing all of Shirley's modeling talents. Shirley will also be creating posters, advertising, and marketing tools to make this our most exciting campaign yet. NEXT UP: 60th Anniversary Diamond Commemorative Collection

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

Since 1948, three generations of the Schlobohm family have run every step of this family business, from design and manufacturing to sales and distribution - delivering exceptional and glamorous lingerie – all at affordable prices. Shirley of Hollywood hand-picks 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. For more, click on: www.shirleyofhollywood.com.

About Shirley of Hollywood

Shirley of Hollywood is the leader 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 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 his/her costumes in all sizes.

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). For more information, visit www.shirleyofhollywood.com.

Shirley's Schlobohm Family:



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

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