

FOR IMMEDIATE RELEASE

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**SHIRLEY'S NEW VALENTINES COLLECTION
IS UNFORGETTABLE**

With 70+ Glamorous Lingerie Gifts To Make February 14th A Date to Remember

Featuring Classic Heart Embroidery Chemises, Peek-A-Boo Teddies, Pink Charmeuse Bustiers, Chiffon Babydolls, Heart Print Bra Tops and Skirtini Sets, Heart Shaped Spa Gift Sets, Soft Charmeuse Boxers and More! Plus Shirley's Best Sellers In **Red!**

HOLLYWOOD, November 12, 2007 – Shirley of Hollywood, celebrating 60 years of sexy in 2008, debuts its sweetest Valentine's collection ever with the release of Shirley's Valentines Look Book featuring 38 pages of luscious lingerie and 'Sexy Stuff' gift sets to treat your someone very special.



Styles Featured: White Gartered Chemise 20339, Butterfly Silk Chemise 30107, H.O.T. Red Babydoll, Candy Striped Chemise with Sexy Stuff Spa Products 20346, & sweetheart pink and white bra/garter set 25016

Shirley's new Valentine's Collection features over 70 fashion and beauty must haves including: Shirley's **Ravishing Two-Tone Heart Stretch Laced Gartered Chemise**; Cute and Flirtatious **Stripe and Polka Dot Print Charmeuse Bustier** - both perfect for day-to-late-night fashion; **All-New Corset-Style Baby-Dolls** and **Stretch Lace Gartered Chemises**; **Swirl Heart Embroidered Bustiers** and

Shelf Bra and Panty Sets; a **Chiffon Baby Doll** in three fabulous colors; and Two-Tone Heart and Lace Shelf Bra and Panty Set with Garters.

Shirley also offers something for “Gyz” with its menswear line which features Ultra-soft **Charmeuse Boxers** coordinated to match her silky lingerie. This year, for the first time ever, Shirley is proud to present its new “**Sexy Stuff**” **Spa Products Line** featuring a bustier-shaped purse, a heart-shaped box or travel bag filled with bath, beauty and body products in soft candy scents that smell good enough to eat. Shirley’s Sexy Stuff comes prettily packaged in clever containers, color-coordinated with our sexy baby dolls, bustiers and crop top and tap pant sets.

“This is an exciting year for Shirley with our upcoming 60th Diamond Anniversary. And our collection truly dazzles with slinky silks and satin in February’s sexiest shades: rosy reds, passionate pinks, soft whites and rich blacks,” said Dana Walczuk, Shirley of Hollywood Director of Design. “Our collection features flirty baby dolls, and peek-a-boo bustiers trimmed with ribbon bows, lace hearts and rows and rows of ruffles to ensure you have an unforgettable Valentine’s. This collection is all about looking luscious in lace, seductive in satin, and voluptuous with our Intimated Attitudes line for plus sizes.”

“Shirley of Hollywood signature corsets and bustiers are going to continue to be very strong in both the boudoir and out on the town as our business experiences continued growth – even as the market becomes more competitive,” said Eric Schlobohm, Shirley of Hollywood International Sales and Marketing Director. “For Valentine’s, we’ve combined our trademark attributes -- exceptional fit, superior fabric, supreme comfort and unrivaled customer service – with a fashion forward design aesthetic and new specialty product offerings that are receiving enthusiastic response from retailers.”

“We keep business as personal as the lingerie we sell,” said Roy Schlobohm, President, Shirley of Hollywood. “In today’s hands-off world of mega-mergers and outsourcing, we’re proud to be a family-owned and operated business, intimately involved in every step -- from design and manufacturing to sales and distribution. Three generations of Schlobohms have run Shirley of Hollywood with the same care and attention to detail as our founder, my father Herman Schlobohm, did nearly 60 years ago.”

Adds Eric, “We’re known for our personal service, really listening to and collaborating with our customers to bring out collections that perform better at retail than anything in our category. This attention to detail shines through in every Shirley of Hollywood collection released. Shirley makes the Valentine’s truly romantic, and the rest of the year too. My grandfather Herman would be proud.”

Next UP: Shirley’s 60th Anniversary in 2008. Stay tuned to Shirley of Hollywood for the most sensuous looks for every woman. Shirley’s Valentines 2008 lingerie collection is shipping now!



THE BRAND

“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 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. For more information, please go to 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:



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

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