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SHIRLEY OF HOLLYWOOD UNVEILS FIRST-EVER **RED CARPET COLLECTION**

BOUDOIR-LICIOUS LINGERIE TOO GLAMOROUS TO COVER UP!

**Shirley Celebrates “60 Years of Sexy” With National Model Search
Amazing Prizes, Anniversary Specials, and Red Carpet Collection**

HOLLYWOOD, April 7, 2008 – For 60 years, Shirley of Hollywood has symbolized sexy, designing quality collections that make women feel as sensual as they look. To celebrate our 60th Diamond Anniversary, we are bringing back sexy like never before with this one-of-a-kind **Red Carpet Collection**. They're the new classics, designed to flatter the modern-day woman's body. Spun from gossamer silks and satins, trimmed with luxurious laces, extravagant crystals, gilded golds and silvery metallics, each garment spans the decades, making glamour attainable to everyone, everywhere. Like the stars that inspired them, these dazzling creations seduce and sizzle.

“Our **First-Ever Red Carpet Collection** is stunning and features 13 one-of-a-kind vintage looks restyled for today's women, including 9 corsets, 1 bustier, 2 long gowns and 1 dressing gown. Within the corset line, we have created top-of-the-line, special order corsets we call Marquee Designs,” explains Dana Schlobohm-Walczuk, Director of Design, “Our **Marquee Designs** are the **finest in corset couture**, made to order with Swarovski crystals, gold gilding and hand-painted glitter. This very special collection will dazzle and define sexy – from sleek satin corsets to decadent low-back bustiers paired with garters and cuban heel stockings, to elegant boudoir gowns wrapped up in sumptuous charmeuse robes. Looks so sexy it would be a crime to cover up!”



The Marquee Designs are glamorous vintage-inspired corsets created for the modern diva. Each corset features distinctive blend of the most sumptuous fabrics and luxurious trims uniquely crafted for the most discerning fashionista. Lavished with Swarovski crystals, gilded in gold or hand-painted with glitter, they're the finest in corset couture, made to order for a flattering fit.

"Every part of a woman's body is romanticized in this collection. Our corsets mold exquisitely to the feminine form with a lace up at the back and carefully crafted bonning and support to help lift the cleavage and nip in at the waist. So you can flatten in the right places, enhance your curves, and whittle that middle. There's lots of cleavage support and slimming factors in our collections. Women today have more cleavage than in the past," explains Dana Walczuk, Shirley of Hollywood Director of Design.



Vavavoom! Flawless fit. Timeless styling. Enduring quality. Shirley really is a girl's best friend.

This collection really plays up the hourglass silhouette of corset. For Shirley, it all started with the corset in 1948. 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. The 4 couture corsets are the leading ladies of Shirley's Red Carpet Collection. Each feature a distinctive blend of the most sumptuous fabrics and luxurious trims made to order for the most discerning fashionista.

Roy Schlobohm, Shirley's President and son of Founder Herman Schlobohm, shares why this is Shirley's biggest year yet: "It's our 60th Diamond Anniversary and we're celebrating in vintage fashion, with our commemorative Red Carpet Collection, a retro revue that captures the endless allure, intrigue and mystery of the Golden Age of Hollywood. Thirteen glorious garments mesh old-style glamour with modern refinement, showing that sexy is always in style, whether its 1948... or 2008. Shirley's **Red Carpet Collection** celebrates Hollywood Glamour like nothing else before. It's a once-in-a-lifetime Collection for a once-in-a-lifetime year, our way of making our 60th Anniversary as special and cherished as the diamond itself. This is our biggest, best and sexiest year yet. If you want sexy, you want Shirley! "



America's Top Model Contestants Wearing Shirley's H.O.T. Collection in Enrique's Insomnia Video

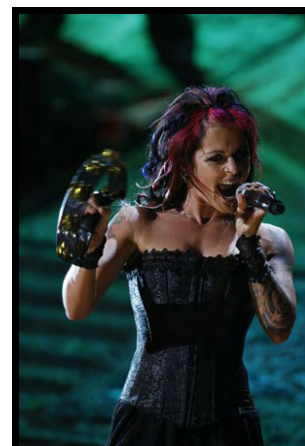
"Shirley of Hollywood is 'it' when it comes to sensuous lingerie," said Eric Schlobohm, Shirley of Hollywood's International Sales Director. "We offer more options than anybody else – more styles, more colors and more than 200 varieties of lace and trims to give every garment a luxurious touch. Our customer service is the best in the business. We work to make every experience excellent, giving our customers the best quality, the best fit and the best selection at the best possible prices. This is truly our "Best of the EVERYTHING" Collection. My grandfather Herman would be proud." Shirley's 2008 lingerie collection is shipping now!

FIND US AT: Myspace.com (search for Shirley of Hollywood) and also watch our Sexy Model Search Video at Youtube: <http://www.youtube.com/watch?v=hEZlo7kAt1k>

MORE NEWS:

Shirley's Sexy Model Search in on Now! Shirley is looking for women of all shapes, sizes and ages to show off their sexy. Aspiring models (missy and full-figure) are entering for a chance to win fabulous prizes, and launch their lingerie modeling career. To enter, just visit one of our participating stores (listed at www.ShirleyofHollywood.com/retail.htm) or go online to www.shirleyofhollywood.com. 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 amazing prizes, just contact sales@shirleyofhollywood.com.

"Our retailers know sexy, and know lingerie. **Shirley's Sexy Model Search** is the perfect way to bring customers 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!"



Shirley Rocks the House on CBS Rock Star, HBO, Maxim, and with PCD

Award News: Shirley named “Plus-Size Manufacturer of the Year” by Teeze Magazine and

“Lingerie Supplier of the Year” by Lover’s Lane.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 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; and ***Halloween***, our expanded line of hauntingly successful costumes in all sizes.

The Shirley of Hollywood Distinctive Difference

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.



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