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SHIRLEY OF HOLLYWOOD DEBUTS EXPANDED RISQUÉ AND H.O.T. LINES FOR 2007/2008 FEATURING ALL-NEW GLAM PACKAGING

Shirley's Risqué Collection Goes Way Beyond Sexy with 40+ New Styles

HOLLYWOOD, September 30, 2007 – Shirley of Hollywood, the leader and originator of sensuous lingerie since 1948, debuts its expanded Risqué/H.O.T collection with over 100 of the laciest and raciest looks around - including 40 all-new glamorous styles. From soft, sexy and sheer chemises to luxurious baby dolls lavished with lace, “just for fun” costumes ready for passionate play and voluptuous plus-sizes that maximize every curve, the *Risqué* collection offers a full range of racy lingerie and high-fashion playwear styles affordably priced in missy and plus sizes.



“The Risqué collection is inspired by the women who wear it,” said Dana Schlobohm-Walzuck, Director of Design at Shirley. “They are a little more daring, sophisticated yet sexy, and always Risqué. This year, the Risqué collection pushes sexy to the limit with seductive push-up bra tops paired with sensuous g-strings and hip-hugging skirts that go far past flirtatious. This is our 14th Risqué collection and we have glammed up and expanded the entire line, which means we have a Risqué look for every woman.”

The Risqué collection was introduced in 1994 and has expanded over the years to include beautifully designed bustiers, teddys, bikinis, bra sets, crop tops and thongs available in a wide range of brazen colors and rich, sensuous fabrics – all of which come on hangers. Now for the first time ever, many of the Risqué designs are also available in boxes under Shirley’s H.O.T. brand, with all-new glamorous packaging.



Old H.O.T. package

New H.O.T. package

“Our customers requested the H.O.T. packaging and Shirley delivered at a perfect price point for sell-through,” said Eric Schlobohm, Shirley of Hollywood’s International Sales Director. “Plus, this new packaging is a great marketing tool for both our customers that merchandise on hanger and our retailers that only merchandise boxed goods. This line is designed to fly out at retail. Unlike some packaged collections in the marketplace, customers will be truly excited to see the fit and the quality of our new Risqué collection, which has contributed significantly to Shirley’s overall growth as one of our hottest collections.”

“Whatever your pleasure, you can be sure of one thing: at Shirley, 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 of product delivery -- 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.”

“We're known for our personal service, really listening to our customers and bringing out collections that perform at retail better than anything in our category,” said Eric Schlobohm. “It's a collaboration with our customers. This attention to detail shines through in every Shirley of Hollywood collection released, from Intimate Attitudes to Costumes and H.O.T. Hosiery. My grandfather Herman would be proud.”

Next UP: Holiday and Valentine Collections debuting this Fall and Winter. Stay tuned to Shirley of Hollywood for the most sensuous looks for every woman.

ALL-NEW SHIRLEY HOT DISPLAY



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 varieties of size and color featuring more than 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 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 for 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; and *Halloween*, our expanded line of hauntingly successful his/her costumes in all sizes.

The Shirley of Hollywood Distinctive Difference

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. 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 – CFO, Ron Schlobohm - Domestic Production, Kirk Schlobohm - QC and offshore production, and Dora Schlobohm - North American production

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