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SHIRLEY OF HOLLYWOOD UNVEILS 2008 LINGERIE COLLECTION

THE BIGGEST, BEST AND SEXIEST EVER! IN HONOR OF SHIRLEY'S "60 YEARS OF SEXY" ANNIVERSARY

Shirley Celebrates "60 Years of Sexy" With National Model Search Amazing Prizes, Anniversary Specials, and Commemorative Collection

HOLLYWOOD, February 29, 2008 – For 60 years, Shirley of Hollywood has symbolized sexy, designing quality collections that make women feel as sensual as they look. This year's Big Book is the biggest, best and sexiest yet, filled with over 170 pages of our most exquisite garments to commemorate **Shirley's 60th Diamond Anniversary** in 2008. This yearlong tribute to Shirley's glitz, glamour and flawless styles say sexy like nothing else ever has. To celebrate both the fashions and the faces that have made Shirley one of the world's leading lingerie brands, Shirley is hosting a national **Sexy Model Search** that will help one aspiring Miss-Size Model and one Plus-Size model launch a glamorous modeling career, starting with a special appearance in the 2009 Big Book.



Elegant, Romantic, Flirty and Sexy – Shirley's 2008 Collection has the sensuous look for every woman

"It's just one more way we put the sexy in Shirley, this year and every year," explains Roy Schlobohm, President of Shirley of Hollywood, who joined Shirley in the 1960's. "Styles have changed since our founding in 1948 and so have we, but the important things have remained the same. While we've grown larger, we still have the small family feel. We take great pride in handpicking our own fine fabrics and designing each garment to meet our high-end specifications, just like our founder, my father Herman Schlobohm, did 60 years ago."

Shirley of Hollywood corsets and bustiers are going to continue to be very strong in both the boudoir and out on the town. Shirley has added more waist cinchers to its 2008 line and will be showing off how

versatile these layer pieces can be for dressing up an outfit. Some other exciting new Shirley offerings include: beautiful cross-dye, two-tone laces; small delicate floral embroideries and leopard animal prints in bright and vivid colors.

“For 2008, Shirley of Hollywood is showing off its range with a sexy look for every women's style,” said Dana Walczuk, Shirley of Hollywood Director of Design. “Be it elegant, romantic, dramatic, feisty, flirty or fun, Shirley has a sexy, sensuous look for every woman. This year we're continuing our fashion-forward approach to intimate apparel design with dramatic and daring looks that are perfect for each intimate moment. Corsets were strong back in my grandfather's day and they are even stronger now.”

According to Dana, a corset and bustier are foundation garments every woman should have to help give their body shapes and curves, but there are some other must-have essential lingerie items to carry them through the year. First is the alluring bra. Shirley only makes bra sets and garters that are “meant to be seen” featuring deluxe fabrics like laces, charmeuse and satins worked into sophisticated lingerie with a subtle vintage influence. When paired with fine hoisery such as cuban heel, fishnets, and thigh-highs stockings with extra, enticing details, women can sashay through the day and into the evening. Shirley has come out with a gorgeous line of baby dolls with built in push-up bras that are comfortable and very sexy – perfect under a silky soft robe for a little striptease to spice things up!



Shirley Launches 100% Babe Line in 2008 Shirley of Hollywood Collection

100% Babe offers a very hip and contemporary flair with many pieces. Dana has the story behind 100% Babe, “My daughter Rennie said we needed to update our lingerie to appeal a more fashion-forward market and that led to 100% Babe – which she aptly named. This collection features the short skirts in plaids, gingham, prints, skirts with ruffles or buckles, fingerless gloves, booty shorts, and cropped tops. We were inspired to appeal to the young, hip, edgy market that is more daring. We also capitalized on how popular the dance movement is and created looks that are sweet, sassy, and 100% babe.”



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!

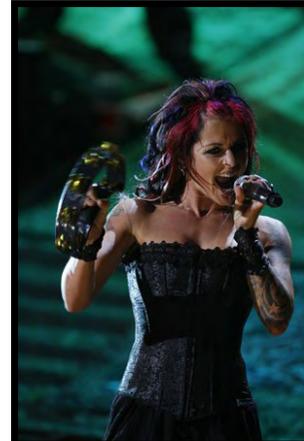
MORE NEWS:

Shirley Turns 60 And Brings On The Bling with Shirley's 60th Anniversary Commemorative Collection Coming this April -- Inspired by old Hollywood glamour with a contemporary twist, look out for our signature corsets with bling – after all, this is our diamond anniversary.

Shirley's Sexy Model Search in on Now! 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. To enter, just visit one of our participating stores (listed at www.ShirleyofHollywood.com/retail.htm) or go online to www.shirleyofhollywood.com and click on Shirley's Sexy Model button. (Live in February, 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 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

Shirley of Hollywood has been featured on CBS' Rock Star: Supernova, HBO's Entourage and the KTLA Morning News, as well as in Hooters Magazine, Maxim, and FHM, among others. Additionally, the hit recording group The Pussy Cat Dolls, selected Shirley's sexy satin bustier to wear on their CW show and at their club in Vegas. Shirley of Hollywood also works with major studios including Disney and Universal.

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 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 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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