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SHIRLEY OF HOLLYWOOD INTRODUCES NEW 100% BABE LINE FEATURING FASHION FORWARD LOOKS FOR YOUNG TREND SETTERS

HOLLYWOOD, November 12, 2008 – Shirley of Hollywood (www.shirleyofhollywood.com), an international leader in luxurious lingerie, is proud to premiere its brand new 100% Babe Collection, designed with the fashion-forward and flirty woman in mind. 100% Babe Lingerie and Loungewear Collection is a fun mix of sweet, sassy and rock star chic looks with a playful vibe, offered in trendy juicy colors and specially cut to fit smaller bodies. These very versatile garments are great for a pajama party, rocking out at a party, lounging in your dorm or styling with your own flair.

You'll find all of today's fashion essentials, like short skirts, crop tops and booty shorts, plus bra tops, bikinis and thongs in "2Die4" skull designs, preppy plaids, cool gingham and sweetheart prints. This fun and fashion fierce collection features all the hot colors, from electric blues to bold fuchsias and "be-a-rebel" blacks, plus high-def details like ruffles, buckles, lace, bows and short gloves. Shirley's design team differentiated 100% Babe from its other lines by keeping the styling perfect for a younger, hipper demographic seeking the latest fashions and newest fads, and by offering many pieces available in extra small through miss large sizing.



"100% Babe literally represents the next generation of the Shirley brand with a style all its own," according to Shirley's Head of Design, Dana Schlobohm-Walczuk. "My 10 year-old daughter Renie said we needed to update our lingerie to appeal a more fashion-forward market and that led to 100% Babe which she aptly named. We were inspired to appeal to the young, hip, and 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, 100% of the time."

"I could not be more proud of my daughter Dana and granddaughter Renie, and their shared passion for fashion that went into creating our new 100% Babe line – and I'm sure my Dad would feel the same way," said Roy Schlobohm, Shirley CEO and son of Shirley Founder, Herman Schlobohm who established the company in 1948. "At 10 years old, Renie is already doing a great job representing the fourth generation of our 60 year-old family business."

"We offered sneak peek looks of our new 100% Babe line during the International Lingerie Show in Las Vegas and at the Venus International Show in Berlin earlier this month and it received an incredibly enthusiastic response from our key accounts and customers who can't wait for it to start shipping in mid-November," said Eric Schlobohm, International Sales Director. "We're supporting 100% Babe with its very own catalog and marketing tools that really stands apart from anything we've done before featuring new 100% Babe models in fun scenarios – from rockin' the mic with their friends ("100 Babe rocks....and so do you!") to a playful pillow fight and hanging out at school. We also have a full color order form and price list showing off each and every 100% Babe look that are all now ready to start flying off retail shelves. Go ahead – be 100% Babe 100% of the time -- call Shirley today to request a 100% Babe catalog and place your order – 1-800-421-9359."

Shirley Sexy Model Search Winners Head to Hollywood for Fashion Photo Shoot on Oct. 27

In other news, Shirley is proud to announce the winners of its yearlong Sexy Model Search, celebrating its 60th Diamond Anniversary. **Brandi Reed of Miami, FL, sponsored by Play Things**, won a miss size modeling contract with Shirley of Hollywood and will travel to Hollywood later this month for her first official fashion photo shoot. Joining her to represent the Intimate Attitudes category will be plus size winner **Brooke Stuart of Temecula, CA, sponsored by Babydollz Lingerie**. More info, photos and footage of the winning moments are available at:

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

<http://www.graphicmass.com/shirley/shirleywinnersm.mov> and

<http://www.thebachelorguy.com/and-the-winners-are.html> for behind the scenes coverage.



More than 500 beautiful aspiring models from across the U.S. entered Shirley's Sexy Model Search with the hopes of winning a Shirley modeling contract, including 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 an appearance in Shirley's famed catalogs - distributed worldwide. The top 20 finalists attended a glamorous weekend celebration featuring **Shirley's Sexy Model Search Finale Fashion Show** at Sheraton Cable Beach Resort and Crystal Palace Casino Ballroom, Nassau, The Bahamas on Sept. 27, with a private pre-event dinner graciously hosted the evening before at Nygard Cay – the world's most expensive resort – by billionaire fashion designer, Mr. Peter Nygard.

This weekend of glitz, glamour and style was attended by **NFL Players** including **Miami Dolphins** Akin Ayodele and Nate Jones who helped judge the competition; and The Bachelor Guy Eric Rogell, who co-hosted the runway fashion show with current Shirley cover model Tyran Richard (Miss March, 2007) and Rene Braga, host of Ritmo Deportivo on Telemundo. Other judges included Nygard, Hawaiian Tropic Founder Ron Rice and Shallan Meiers (Miss Sept. 2002). Shirley Sexy Models and VIPs returned to Nygard Cay for high fashion photo shoots and a Benefit Volleyball Tournament featuring lingerie models paired with members of the Bahamian National Team on Sept. 28. Shirley Sexy Model winners are available for interviews and media opportunities – contact press@shirleyofhollywood.com.

About Shirley of Hollywood

Shirley of Hollywood is the leader of sensuous lingerie having helped establish the category 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 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; *Halloween*, our expanded line of hauntingly successful costumes in all sizes; and the all-new **100% Babe** collection for the fashion forward and flirty young woman in mind.

"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. We run Shirley of Hollywood with the same care and attention to detail as our founder, my father Herman Schlobohm, did nearly 60 years ago," said Roy Schlobohm, President, Shirley of Hollywood.

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). Shirley of Hollywood lingerie has been featured in leading magazines, from FHM to Maxim and Playboy, and on hit national TV shows including *So You Think You Can Dance*, *America's Got Talent*, *Entourage* on HBO, *America's Next Top Model*; *The Pussycat Dolls: Search For The Next Doll* on the CW and *Rock Star: Supernova* on CBS.

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