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Contact: Kris Ellenberg or Tristan Mansey
press@shirleyofhollywood.com
310.430.1772 or 310.989.0856

FOLLOW YOUR FANTASIES WITH SHIRLEY'S 2008 HALLOWEEN COLLECTION

THE BIGGEST "BOO-TIQUE" EVER! FEATURING ALL-NEW 100% BABE COSTUMES AS PART OF SHIRLEY'S "60 YEARS OF SEXY" ANNIVERSARY

HOLLYWOOD, April 1, 2008 – Follow-your fantasies with Shirley of Hollywood's all-new 2008 Halloween Collection. Shirley of Hollywood, the leader and originator in sensuous lingerie since 1948, is in the midst of a major expansion of its costume collection. The new over-sized heavy stock catalog has jumped in size from 100 pages to 150 pages, featuring our vastly expanded "boo-tique" of fun and sexy costume offerings for women, men and couples.

"Our Halloween business has consistently doubled in size annually. This year is no different," said Eric Schlobohm, Shirley of Hollywood international sales director. "In 2007, our Halloween book jumped from 35 pages to 100 and in 2008 Shirley is offering more fantastic costumes than ever before, for dressing up at Halloween or anytime. Shirley is really showing its range during our 60th Diamond Anniversary year with festive costumes for everyone."



Couples! Follow Your Fantasies in Shirley's His and Her Costumes

"Follow your fantasies, wherever they lead," encourages Roy Schlobohm, President of Shirley of Hollywood, "That's what Shirley's Halloween Collection is all about. With Shirley, you can escape to Wonderland, be swept back to the French Revolution, engage in a swashbuckling duel with the Pirates of the Caribbean or find grand passion as Cleopatra and Marc Anthony. Get a taste of the wild, wild, wild West in the Shirley Saloon, join the Circus, Circus or resuscitate your love life in the Shirley Clinic. Sweep the Man of the Manor away as a French Maid. Halloween is the time to unleash your inhibitions and let your imagination soar."

Shirley of Hollywood's new expanded collection will feature even more his and hers costume sets for couples, in both sexy and revealing looks, as well as styles with a little more coverage for the less daring. Shirley is also bringing out full themed groups, from The French Revolution, to The Wild West, Pimpin' the Boulevard, Patriots and its very popular Pirate motif, which was again an early sell-out in 2007.

Dana Schlobohm-Walzuck says Shirley continues to deliver a range of looks from devilishly charming or sweetly sexy. "Shirley caters to every whim with hundreds of wear-anywhere costumes made to express your inner you. Our costumes are designed to work alone or group into themes, so you can dress up together. And this year, we are offering 100% Babe Costumes to bring out your inner babe!"

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

The quality of Shirley's costumes is always a treat, and this year, we're adding new tricks to our Halloween bag. To celebrate 60 Years of Sexy, we are hosting a national Shirley Sexy Model Search that will launch two aspiring models (one Missy and one Plus-Size) on a glamorous modeling career, while providing fabulous prizes for their sponsoring stores! We have even more tricks and treats up our sleeves, too – a free promotional kit that will lead some of the world's sexiest shoppers straight to Shirley's customers' stores and websites.



In April, Shirley of Hollywood will drop catalogs for its H.O.T., Risqué and Intimate Attitudes collections, just in time for the International Lingerie Show in Las Vegas.

For more information about Shirley of Hollywood costumes for Halloween (or any time adults are in the mood to play dress up or undress), please contact Eric Schlobohm at (800) 421-9359 or via email at sales@shirleyofhollywood.com.

MORE NEWS: Shirley Turns 60 And Brings On The Bling with Shirley's 60th Anniversary Red Carpet 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. To enter, just visit one of our participating stores (listed at www.ShirleyofHollywood.com/retail.htm) or go online to www.shirleyofhollywood.com. You can also check Shirley out online at myspace.com/shirleyofhollywood or <http://www.youtube.com/watch?v=hEZlo7kAt1k>

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 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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