

FOR IMMEDIATE RELEASE

Contact:

Tristan Mansey and Kris Ellenberg

[press@shirleyofhollywood.com](mailto:press@shirleyofhollywood.com)

310.989.0856 or 310.430.1772

Youtube: <http://www.youtube.com/watch?v=hEZIo7kAt1k>

MySpace.com/ShirleyOfHollywood

## SHIRLEY OF HOLLYWOOD GOES WAY BEYOND SEXY WITH EXPANDED RISQUÉ AND H.O.T. COLLECTIONS

### New Styles Are Super H.O.T. At Retail Sales Double From Last Year

**HOLLYWOOD, May 15, 2008** – For 2008/2009, Shirley of Hollywood, celebrating 60 years of sexy, delivers a super sexy Risqué/H.O.T. Collection featuring new “club ready” chemises and more than 150 of the laciest and raciest styles to hit the market.



“Sexy always sell... especially when it's Shirley,” said Eric Schlobohm, International Sales Director, during the debut of Shirley's Risqué/H.O.T. Collection at the International Lingerie Show in Las Vegas last month. “This collection gives retailers more ways to sell sexy. Our Risqué and H.O.T. Collections nearly doubled in sales last year, and our retailers tell us every style is almost a complete sell out, so we are backing the collection with our signature to ensure at once shipping and no minimum order to keep retailers stocked with our top sellers.”

Shirley's Risqué/H.O.T collection gives retailers everything sexy -- 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 – all affordably priced, available boxed or on hanger, in missy and full figure sizes. This year,

the collection has added new boy shorts, fabulous new lace sets, frilly and soft mesh ruffle tri-top sets and lots of playful and sexy hosiery.

### **All-New H.O.T Packaging**

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. Shirley continues to update its packaging with its 15<sup>th</sup> Risqué/H.O.T collection. Now even more Risqué designs are available in glamorous boxed packaging under Shirley's H.O.T. Brand.

"This year we revamped our already incredibly successful H.O.T package, with beautiful soft backgrounds and adding a UV coating. As always, our package shows off the front, the back and every color of every piece," said Schlobohm. "Our customers requested the H.O.T. packaging and Shirley delivered at a perfect price point for sell-through. 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."

"H.O.T has never been more in! So, if you're looking for the most seductive lingerie around, think Risqué," says Shirley's President, Roy Schlobohm, "This collection is our sexiest ever with sleek, sexy bra tops, hip-hugging skintinis, lacy see-through teddies and our most desirable baby dolls. If you want to indulge your most daring fantasies, crank up the heat with our most daring ensembles – like our perky pink sex kitten or our feisty French maid – they are our most combustible styles."

And to make this year even Hotter, Shirley has launched **Shirley's Sexy Model Search**. Stores win big when they sponsor the winning model! Some of America's sexiest women have already entered and there's still time – the **deadline to enter is August 15**. 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](http://www.ShirleyofHollywood.com/retail.htm)) or go online to [www.shirleyofhollywood.com](http://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](mailto:sales@shirleyofhollywood.com).

"Our retailers know sexy, and they 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. "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!”

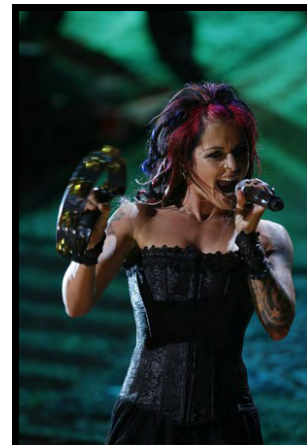
#### THE BRAND

“Slim and Seductive or VaVaVoom Voluptuous - Be Who You Want To Be In Shirley”



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

**MORE NEWS:** Shirley Turns 60 And Brings On The Bling with Shirley's 60<sup>th</sup> Diamond Anniversary Red Carpet Collection – 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 Rocks the House on CBS Rock Star, HBO, Maxim, and with The Pussycat Dolls

**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 in 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 for top lingerie retailers for six decades, providing fan merchandise for Playboy and manufacturing 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 and 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](http://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