

SAMPLE—NOT FOR RELEASE

Contact: Taura Mizrahi
The Write Approach
(310) 282-8177

TRASHY LINGERIE DESIGNS A NICHE IN THE WHOLESALE MARKET

Veteran of the Lingerie Industry, Trashy Lingerie, Launches a Wholesale Manufacturing Division at the HCP Show in Las Vegas

(Los Angeles, CA) January 15, 2008 — Trashy Lingerie, 35-year veteran and pioneer of the lingerie and costume industries, is entering the wholesale manufacturing game with a line of limited edition, high quality costumes. The company's new label, Costumes by Trashy Lingerie, will debut March 16-19 at this year's Halloween, Costume and Party (HCP) Show in Las Vegas.

Randy Shrier, Vice President of Trashy Lingerie, and President of Trashy.com, has cut out a new niche in the costume wholesale market. Because Costumes by Trashy Lingerie will be produced in limited edition, they will focus mostly on smaller, boutique stores that cater to their customers, much like the family-owned Trashy Lingerie store. Their costumes are sexy, cross-platform, sophisticated, and edgy for the woman with discerning tastes.

"Women want to know that they are wearing something unique," says Shrier. "They don't want to go to a Halloween party and see scores of other women in the same outfit or costume. We plan to sell quality over quantity, as we've always done."

The wholesale line will be made with the same high quality fabrics and materials as those sold in the Los Angeles Trashy Lingerie store. However, for the first time, the company is branching out from sample production to limited production of their costumes for the wholesale market. All of the Costumes by Trashy Lingerie designs will be patented and released in limited edition in order to avoid market over-saturation and to keep the products fresh and original.

The sexy Halloween costume boom of the last seven years can be traced back to Trashy Lingerie. Not only was Trashy Lingerie the first company to design and manufacture sexy Halloween costumes for women, but Shrier mentored some of the

existing wholesale manufacturers who based their lines off of Trashy Lingerie's designs.

The adult, sexy Halloween costume business is now a multi-million dollar industry. Shrier believes that much of this has to do with people emulating fashions worn by their favorite celebrities.

"After the Academy Awards people clamor for dresses and gowns like the ones worn by the stars on the red carpet," says Shrier, "and many designers have capitalized on this. The same has happened with the sexy Halloween costume."

For years, celebrities like Paris and Nicky Hilton, Nicole Kidman, Jenny McCarthy, Renee Zellweger, Reese Witherspoon, Britney Spears, Jennifer Aniston, and the playmates from "The Girls Next Door" have publicly donned Trashy Lingerie's unique costumes, many of which were custom designed and made to the stars' specifications. These are considered the couture of costumes and are often financially out of reach for the average shopper.

"The new line will be more accessible due to the lower price," says Shrier. "We are looking forward to being the first to market with our designs, which will reach a broader market than our one-of-a-kind, handmade costumes that we sell in the store and on our website."

Costumes by Trashy Lingerie will retail between \$100 and \$300 and all costumes will be designed by Trashy Lingerie's team of expert designers. Trashy Lingerie has designed and sold sexy Halloween costumes for the last 28 years. The designs will be derived from the handmade costumes sold in the Trashy Lingerie retail store, but at one-half to two-thirds of the retail price due to the convenience and economics of wholesale manufacturing.

"This is a niche that is untapped and we feel we are the perfect fit," comments Shrier. "These costumes are so beautiful and well-made that they can be displayed openly in a store and not stacked en masse in plastic bags. Quality and fit of the new line must meet Trashy Lingerie's high standards."

Trashy Lingerie has refrained from entering the wholesale market until now in order to maintain its growth at a manageable rate and to be consistent with the company's high standards. The business is family owned and operated and prides itself on quality products and customer service. Over the past ten years, Trashy Lingerie spent its efforts increasing its web presence and expanding the brand globally. They have been featured on numerous entertainment magazine shows, reality shows, and talk shows. Now that the company has satisfied those goals, it is ready to branch out to the wholesale market for the first time in their 35-year history.

Costumes by Trashy Lingerie will premiere at this year's HCP show held for the first time in Las Vegas. This is Trashy Lingerie's first year at the show where the company will unveil its maiden season of 30 original designs for Costumes by Trashy Lingerie.

"We are particularly excited about releasing the line in Las Vegas," says Mary Loomis-Shrier, President of Trashy Girls, a sister company to Trashy Lingerie and Trashy.com. "Vegas is our town!"

To highlight the unveiling of the new line, Trashy Lingerie, Trashy.com, and Trashy Girls will host a launch party at Jet Nightclub at the Mirage Las Vegas Hotel and Casino. Trashy Girls' top models Sophia Santi, Miki Black, Tabitha Taylor, Vilayna, Celeste Trinh, Davida Sullivan, Mary Riley, Carrie Ann Stelzer, Misty Orman, and Erika Seifred will join Loomis-Shrier, also known as "Trashy Mary," and the original Trashy Girl, Bridget Silvestri, in the celebration.

To schedule an appointment with Trashy Lingerie at the HCP Show in Vegas this March, please contact Randy Shrier at 213-741-0905.

About Trashy Lingerie

In 1973, a shoe designer named Mitch Shrier entered the lingerie business with his wife, Tracy, and opened Trashy Lingerie, named after a sling-back shoe called the "Trashy." The Shriers began the business by hand-dyeing stockings in bright and exciting colors, offering customers more than the limited choices of black, white or nude. Stockings led to garter belts, which led to underwear and bras. Very quickly, the Shriers had a full line of lingerie. Today, the company offers over 8,000 products including lingerie, costumes, bathing suits, and clothing available in the Los Angeles store, or online at

www.trashy.com. Until the company went online in 1998, they were Hollywood's best kept secret with a celebrity on- and off-screen roster that included Madonna, Dolly Parton, Cher, Kim Basinger, Paris Hilton, Mariah Carey, Janet Jackson, Gwyneth Paltrow, Drew Barrymore, Cameron Diaz, Sheryl Crow, Kate Bosworth, Jenny McCarthy, Lindsay Lohan, Kim Kardashian, Britney Spears, and many more. Their designs have been seen in over 500 films, multiple television shows, commercials, concert tours, and hundreds of magazine features. All of the Trashy Lingerie designs are original, handmade and personally customizable when purchased in the store. When purchased online, all designs are made to order. Trashy Lingerie requires a \$2 annual membership fee in order to shop in the store. Trashy Lingerie and its sister companies Trashy.com, and Trashy Girls continue to be family owned and operated by Mitch Shrier, Randy Shrier, and Mary Loomis-Shrier respectively.

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