



Intimatewear for the active lifestyle.

# PRESS KIT

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FOR IMMEDIATE RELEASE

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### **Spring Flingz™: Flingwear® Gears up for Valentine's Day with New, Cotton-Candy Pink!**



**Charlotte, NC 8 January 2009** – Women everywhere can look pretty in pink this Valentine's Day thanks to Flingwear®'s newest addition: Flingz™ (The Ultimate Thong for Women on the Go™) in **cotton candy pink**. Debuting for Fall 2008 with Flingz™ in nude and black, Flingwear® Founder & CEO Kathryn Thigpen felt it was time to expand the color range due to excellent customer feedback on comfort, fit, simplicity, and versatility to wear Flingz™ under *any* outfit. What

better way than with a pretty, fun, flirty color to get women ready for Valentine's Day and the Spring season!

Convenient, comfortable and travel-ready, Flingz™ are made of 95% cotton that is soft, natural and eco-friendly, come tag-free, and lie flat on the hip to protect against dig-in and roll-up which as we all know, leads to...the dreaded VPL (visible panty line). Individually folded and wrapped in small, fresh, resealable plastic bags, each pair comes travel-ready to be tucked away into a girl's handbag, clutch, gym bag, glove compartment, luggage, carry on and more for the ultimate spare pair! Flingz™ thongs are 95% cotton—a soft, natural, breathable and eco-friendly fabric – and can be hand-washed and air-dried in a pinch.

Flingz™ thongs are sized S-L and currently come in nude, black, and new, cotton candy pink, available individually or in the oh-so-cute Flingz™ Weekender 3-pack. The Weekender is absolutely *perfect* for Valentine's Day, Mother's Day or other gift-giving occasions this Spring with its adorably designed pillowbox case! (And with recyclable packaging, you can give the gift of Flingz™ guilt free!) Retailing for \$8.00 each or \$22.50 for the 3-pack, Flingz™ can currently be purchased online at [www.flingwear.com](http://www.flingwear.com) and in a growing list of U.S. boutiques. Great for women of all ages, the simple yet sexy design of Flingz™ is an essential in every woman's intimates wardrobe, because practicality *never* goes out of style.



So just who is the brainchild behind this brilliant idea? Entrepreneur Kathryn Lawrence Thigpen, a former marketing executive faced with frequent packing, laundry and delayed luggage as a business traveler. During a stopover that left her without a change of clothes and, the unthinkable...no change of underwear, Thigpen conceived the idea for Flingz™.

"With more and more women now traveling for business, working out in gyms and leading otherwise active lifestyles, Flingz™ can help simplify life," says Thigpen. "Women are sometimes surprised how often they turn to their Flingz™ - once she's discovered the convenience of having them on hand, she never wants to be caught without them again."

Practical, simple and essential: Flingz™ in every bag!

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**Flingwear® Debuts With Flingz™ Thongs: The Ultimate Thong For Women On The Go**  
*Flingz™ in Every Bag!*

**Charlotte, NC 6 October 2008** – Busy, on the go women need look no further for that perfect, travel-ready, wear-under-anything thong thanks to new intimates brand Flingwear®. Designing “Intimatewear for the active lifestyle,” the North Carolina-based company debuts for Fall ‘08 with Flingz™: The Ultimate Thong for Women on the Go™.

Convenient, comfortable and travel-ready, Flingz™ are made of 95% cotton that is soft, natural and eco-friendly, come tag-free, and lie flat on the hip to protect against dig-in and roll-up which as we all know, leads to...the dreaded VPL (visible panty line). Simple yet sexy, Flingz™ are perfect whenever and wherever a busy gal might need a fresh pair. Individually folded and wrapped in small, fresh, resealable plastic bags, each pair can be tucked away into your handbag, evening clutch, beach tote, gym bag, school bag, luggage, carry on, glove compartment, even your coat pocket for the ultimate in discreet convenience.

Flingz™ thongs are sized S-L and currently come in nude & black (new colors in the works), available individually or in the oh-so-cute Flingz™ Weekender 3-pack. The Weekender is absolutely perfect for gift-giving with its adorably designed pillowbox case, and with recyclable packaging you can give the gift of Flingz™ guilt free! Retailing for \$8.00 each or \$22.50 for the 3-pack, Flingz™ can currently be purchased online at [www.flingwear.com](http://www.flingwear.com) and in a growing list of U.S. boutiques. Great for women of all ages, the simple design of Flingz™ is an essential in every woman’s intimates wardrobe, because practicality never goes out of style!

So just who is the brainchild behind this brilliant idea? Entrepreneur Kathryn Lawrence Thigpen, a former marketing executive faced with frequent packing, laundry and delayed luggage as a business traveler. During a stopover that left her without a change of clothes and, the unthinkable...no change of underwear, Thigpen conceived the idea for Flingz™.

“With more and more women now traveling for business, working out in gyms and leading otherwise active lifestyles, Flingz™ can help simplify life,” says Thigpen. “Women are sometimes surprised how often they turn to their Flingz™ - once she’s discovered the convenience of having them on hand, she never wants to be caught without them again. Our goal was to deliver an ultra-comfortable thong, and our customers want to wear Flingz™ every day of the week.”

Practical, simple and essential: Flingz™ in every bag!

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## About Flingwear®



Flingwear®, a female-owned company based in Charlotte, NC, designs and sells contemporary intimate apparel with an eye towards comfort, convenience and fun. The debut product, Flingz™, are travel-ready, cotton underwear developed by Flingwear®'s founder, Kathryn Lawrence Thigpen. A former marketing executive who traveled extensively, Thigpen was faced with frequent packing, laundering and delayed luggage. It was during a stopover that left her without a change of clothes and, the dreaded...no change of underwear, when she conceived the idea for Flingz™. Her goal was to design the ultimate thong for women on the go. This required the product to be travel ready in attractive packaging, provide simple yet sexy styling and most importantly, comfort.

With more and more women now traveling for business, working out in gyms and leading otherwise active lifestyles, Flingz™ thongs offer the opportunity to simplify life. Practicality combined with discreet, innovative packaging and sexy, yet comfortable styling makes these cotton thongs essential for women on the go. Stay tuned for more innovative and fashionable products

from Flingwear®!





## Fact Sheet

Company: Flingwear®, LLC

Based: Charlotte, North Carolina, United States

Website: [www.flingwear.com](http://www.flingwear.com)

Founded: Fall 2007 by Kathryn Lawrence Thigpen

Target Market: On-the-go women of all ages and income levels wishing for convenient, comfortable, travel-ready intimate apparel.

Products: Flingz™ thongs. Additional products under development.

Product Attributes:

- 95% cotton: soft, natural and eco-friendly
- Fresh, travel-ready, comfortable
- Lies flat on the hip & tag free for a perfect fit

Sizes: S-L, equivalent to 4 – 14; approximately 66 cm – 75 cm hip

Colors: Nude, black and cotton candy pink

Retail Prices: Single: \$8.00, 3-Pack: \$22.50



## **Retail Locations**

### **Online**

www.flingwear.com  
www.HerRoom.com

### **Texas**

Top Drawer Lingerie, Houston

### **California**

Sisters Boutique, Napa Valley

### **Louisiana**

The Ritz-Carlton New Orleans, Louisiana

### **North Carolina**

E Martini, Charlotte

IC London, Charlotte (Dilworth & Ballantyne)

The Bra Patch, Raleigh

Barr=ee Station, Duck, NC

### **South Carolina**

Bits of Lace Lingerie, Charleston

Facial Fusion Medical Boutique, Charleston

Vincent's Drug Store, Johns Island



## Top 10 Reasons Women Love Flingz™

1. Flingz™ thongs are the ultimate, versatile solution for any outfit (without the panty line!)— just a simple, no-fuss, classic cut that's comfy. Perfect for every day and any mood. From shorts, to jeans or that little black dress— whether you are feeling flirty, fun, sweet or serious.
2. Portability: Flingz™ thongs are travel-ready! Each Weekender package contains 3 discreet, individually-wrapped, folded thongs. Take the pretty 3- pack on a trip and tuck a pair away in every handbag, gym bag, overnight bag or tote, so you're confidently prepared for the unexpected.
3. Flingz™ thongs come in a beautiful, eco-friendly package (it's recyclable), ready for gift-giving. Women enjoy opening each of the 3, fresh, new pairs.
4. Focus groups showed Flingz™ thongs are superior in areas of cut/style, tag- free label, thin/flat waistband, brand name and packaging appeal compared to the largest lingerie store's brands (in malls). Other areas that rated the same or better were softness, sex appeal, comfort/fit, overall quality and cotton fabric.
5. Flingz™ thongs are 95% cotton—a soft, natural, breathable and eco-friendly fabric! Wear, machine wash and dry repeatedly, or in a pinch, hand wash and air-dry overnight.
6. Flingz™ thongs are incredibly comfortable! Customers swear they forget they're wearing them. You'll love them for every day of the week.
7. The custom-designed, thin waistband sits comfortably and flat on the hips; it's not a string, so it won't dig in or cause a muffin top! Practically invisible, it won't show through clothes like the wide or lacey waistbands of other brand names.
8. The tag-free label provides comfort and confidence that it won't show.
9. Medical and fitness experts advise women to change into clean underwear after exercising. Tuck Flingz™ in your gym bag for a fresh change after workouts.
10. Flingz™ stylish, sexy thongs come in today's most desired colors—nude, black and cotton candy pink. You'll *never* be embarrassed to be seen wearing them!



## Flingwear® FAQ's

### What is the fabric content of Flingz™ thongs?

Flingz™ thongs are made of 95% cotton and 5% elastane resulting in the perfect amount of stretch to fit to your shape as well as softness and comfort. Elastane is made of filament spandex threads providing elasticity and shape retention.

### Why thongs?

Thongs are the fastest-growing segment in intimate apparel for a good reason—women who wear them swear by them. They have a generous back panel which is more comfortable than a g-string thong. They are figure-flattering on women of all sizes and shapes and, perhaps most importantly, they help eliminate panty lines on the backside.

Flingz™ thongs are consistently rated as super comfortable and soft. Many of our customers share the same story—Flingz™ thongs have converted them from panties and are their favorite underwear.

### Are Flingz™ thongs just for travel?

No. Flingz™ thongs can be purchased for every-day-wear. Having a spare pair with us at all times is essential, but these are so comfy you'll want to wear them every day. Take Flingz™ thongs with you in your handbag, briefcase, or bookbag, and keep them in your office drawer or gym bag. Flingz™ thongs are great for every occasion, under any outfit.

### What size should I buy?

The cut and fabric content of Flingz™ thongs provides versatile sizing. For example, if you receive a size small and normally wear a size medium, it will still fit, only with a slightly shorter rise and it will rest lower on the hip. If you like a roomier waistband, go with the larger size.

Here's our size guide – **Small:** Ladies Size 4 – 6 (average 66 cm hip), **Medium:** Ladies Size 8 – 10 (average 70 cm hip), **Large:** Ladies Size 12 – 14 (average 75 cm hip).



### **How should I care for my Flingz™ thongs?**

Flingz™ thongs can be laundered normally with wash and wear items, but as for most clothing, hand washing and air-drying (dries overnight in most interior conditions) will extend the life of your thong.

### **Gifts**

The Flingz™ Weekender 3-packs make great gifts for girlfriends and family: birthdays, graduation gifts, bridal showers/luncheons, students, honeymoon, going-away parties, party favors, spa visits, weekend getaways, etc. The pillowbox packaging is especially attractive for gift-giving! Just add a bow!



### **Where are Flingz™ thongs manufactured?**

Flingwear® is a female-owned company based in Charlotte, NC with a goal of bringing to the market products of the highest quality and workmanship combined with overall price value. The company works with a variety of local and international business specialists and suppliers to achieve this goal. Flingz™ thongs are currently manufactured in China.



## What Others Are Saying About Flingwear®

*"After speaking with you yesterday, I got so intrigued that I had to try on the Flingz™ sample that you sent me (black). It feels so soft and comfortable; I actually forget that I'm wearing it"*

- Candy C. (formerly with Intimate Apparel Business magazine)

*"Travel-ready underwear! After tucking them away in my purse and gym bag, I've realized how often I've needed them and have been thrilled each time to have them conveniently available. Discreet and fresh, Flingz™ to the rescue!"*

- Effie L., Lotus Retail Store Manager

*"I've never worn thongs before because they were so uncomfortable, but I finally get it! Flingz™ thongs are truly comfy—I'll never wear anything else again!"*

- Helen H.

*"My friends and I fly frequently for business and fun. Each of us has at least one story where security rummaged through our bags and personals—no fun. Now Flingz™ solves that problem!"*

- Malika B.

*"Flingz™ thongs are flawless! They fit great, look great and are practically invisible! And no one would ever guess what's in this neat little bag. Thanks, Flingwear®!"*

- Belinda T.

*"Our customers love these and buy several packages at a time. They always comment about the elegant yet practical packaging. When are you going to make a larger package of these!?"*

- James F., Lotus Boutiques

*"Flingz thongs are perfect for all of my travel adventures!"*

- Juli J.

*"Why hadn't I thought of these!?! Flingz™ thongs are not only sexy and comfortable, but they make life easier for us all. Like Mom always warned, always have clean undies!"*

- Kimberly S.

*"Wow! Finally a smart solution for women on the run, and girls on the go! These are perfect for my daughter and me! We love the convenience and styling!"*

- Claire D.