

The logo for "No nonsense" is displayed in white text on a black, wavy banner. The banner is set against a background of horizontal pink stripes.

No nonsense®

Introducing the NEW No nonsense®...

Beyond Hosiery to include Sleepwear, Panties, Bras, Shapers and more!

NEW YORK: March 24, 2008 – From that memorable bright orange plastic package of nylons first introduced in 1972 to its current status as the #2 brand of legwear and a growing manufacturer of intimates in the U.S., **No nonsense** continues to represent quality, comfort and style to today's confident American woman.

As today's modern woman has changed, so has **No nonsense**. Multi-cultural, educated and constantly on-the-go, today's **No nonsense** woman spends as much time racing to the drug store and to yoga class as she does in a boardroom. To accommodate her needs and make life less complicated, **No nonsense** offers solutions to her everyday problems and challenges, dressing her head-to-toe in comfort and style.

In the past three years, the brand has taken its heritage and core values beyond sheer hosiery. Since 2004, the brand has diversified into exciting new areas in the apparel, accessories and intimates categories with Sleepwear, Panties, and Casual Legwear, as well as newly launched Bras, Sports Bras and Body Shapers.

As the company that created the first control top and shaping pantyhose, **No nonsense** continues to pioneer innovation with products such as *Naturally Breathable*, the first eco-friendly sport sock, the *Aromatherapy Sock*, and *Shoe Solutions*, all which provide solutions to everyday problems.

All **No nonsense** products are designed to offer complete comfort whether it's a comfortable waistband or a tag-free panty. They often feature a feminine touch whether it's pale pink microfiber panties or pindot fabric-covered shoe gels. Shopping is convenient and streamlined, offering department store quality at incredible value. Packaging is modern, feminine and user-friendly.

With legwear a major fashion trend, new products and packaging, and a recent 35th anniversary, **No nonsense** has a lot to celebrate. 95% of American women are familiar with **No nonsense**, while 31 million wear the brand. Plus, **No nonsense's** recent climb to the #8 ranking on WWD's Top 100 list of brands most recognized by female consumers ages 13-64 is testimony to No nonsense's enduring relationship with the American woman. For more information, visit www.nononsense.com.

Headquartered in Greensboro, North Carolina, No nonsense is a division of Kayser-Roth Corporation. A leading manufacturer of branded, licensed, and private label legwear and apparel in the U.S., Kayser-Roth brands include HUE Legwear and Intimates, Calvin Klein Hosiery, and Burlington Socks among others.

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Press Contact:

Alison Hessert

(917) 216-1402

alisonhessert@kayser-roth.com

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No nonsense® Legwear

Sheer Hosiery (Regular and Plus Size)

No nonsense base brand (regular, control top, sheer to waist, knee-hi's, thigh-hi's)
Great Shapes (shaping pantyhose)
Silk Indulgence (luxurious, silky leg)
Sheer Endurance (made to last)
Smart Support (graduated compression, revitalizing action)
Perfect Tones ethnic hosiery COMING SOON!
Fashion Sheers COMING SOON!

Complete Comfort Legwear

Entire collection engineered for 'complete comfort'

Opaque Control Top Tights (in neutrals and bold colors for fall)
All Over Shaper Tights
Ribbed Tights
Footless Tights
Fishnets
Trouser Socks (solids and textures)
Casual Socks

Sport Socks

Family Socks (6-pair bags of classic crew, quarter top and liner styles)
Super Soft Socks (3-pair packs in white, black and fashion accents)
Fashion sport socks (3-pr packs of no shows and liners)
Naturally Breathable socks (3-pr packs of eco-friendly bamboo)

Specialty Socks

NEW! Aromatherapy socks (full assortment of scents featuring words
written in grippers on bottom)
Slipper socks with grippers
Polar Bear socks

Shoe Solutions

Cotton liner
Hidden cotton liner with massaging sole
Mesh liner
Microfiber liner
Microfiber Slingback Liner
Breathable Toe Cover
NEW! Fabric-covered ball or foot saver
NEW! Fabric-covered heel saver

No nonsense for Fashion Bug

Fashion sport socks
Footless tights in neutral and fashion solids

No nonsense® Intimates & Shapewear

Panties (2-pair packs)

Microfiber panties in pastel solids, pindots and leopard (bikini, hi-cut, brief)
NEW! Soft Cotton/Spandex panties (bikini and modern brief)

Cotton/Spandex Tees

New! Soft Cotton/Spandex tees designed especially to match our panties

Sleepwear

NEW! Super Soft PJ Pants (perfect for those who like to wear with their favorite tank)
Sleepwear Sets (solid tees paired with cute patterned bottoms)

Sports Bras

Two styles include:

- Adjustable Spaghetti Strap sport bra
- Keyhole Racer sport bra

Sport bra features include:

- Double layer design for maximum support
- Comfortable no-show seams
- Target support panels knit in
- Sizes 34-40

Bras

T-shirt Bra

- Lightly lined cups with 2-way stretch
- Comfort design underwire with plush wire channels
- Comfortable no-show seams
- Tag-free
- Colors include black, white, nude and light blue
- Available in sizes 36B, 36C, 38C, 38D, 40C, 40D

Ultimate Shapers

Butt Lifting Body Shaper

Shaping Pant Capri

Mid-Thigh Body Shaper

No nonsense for Fashion Bug

Boxer and Tee Sleep sets

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Celebrating 35 Years!

- 2008** No nonsense launches **Perfect Tones** multi-cultural sheer hosiery
- 2008** No nonsense launches **Fashion Sheers program**
- 2008** No nonsense introduces **Cotton/Spandex Tees and Panties**
- 2008** No nonsense creates collection of innovative **fabric covered gels for Shoe Solutions**
- 2008** No nonsense develops **Complete Comfort** line of legwear, with socks, trouser socks, tights and footless tights all engineered specifically for 'complete comfort'
- 2007** No nonsense launches national **Ad Campaign**, first in over ten years
- 2007** No nonsense debuts line of **Great Shapes Bras**
- 2007** No nonsense launches **Sports Bras**
- 2007** Develops **Ultimate Shapers** program, based on consumer feedback
- 2007** No nonsense collaborates with specialty retailer **Fashion Bug** to create exclusive lines of sleepwear and legwear
- 2006** No nonsense creates **Naturally Breathable**, eco-friendly sports socks made of bamboo
- 2006** No nonsense launches **Silk Indulgence**
- 2006** No nonsense modernizes **Sheers packaging**
- 2005** No nonsense introduces **Sleepwear** line
- 2005** No nonsense introduces a line of **Shoe Solutions**
- 2005** **No nonsense Website** goes live
- 2004** No nonsense enters **Casual Legwear** market with socks and tights
- 2004** **No nonsense Panties:** microfiber and 100% cotton panties
- 2002** **No nonsense Women** for Plus Sizes introduced.
- 2002** **No nonsense Nonstop:** a line of durable, comfortable hosiery
- 1999** **No nonsense Almost Bare** – pantyhose so sheer, they're like wearing none at all
- 1996** **No nonsense Sheer Endurance:** No nonsense's premium brand of silky, strong sheers
- 1993** **No nonsense Great Shapes:** the first shaping pantyhose
- 1978** No nonsense introduced the first control top pantyhose **No nonsense Control Top**
- 1972** **No nonsense Pantyhose** first introduced.