

# No nonsense®

## Introducing No nonsense® Ultimate Shapers™ *The Ultimate in Smooth, Chic Style...*

NEW YORK: April 23, 2008 – Feeling a little self-conscious about revealing yourself in spring fashions, after months of layering up for cold weather? Give yourself a break and put on a pair of Ultimate Shapers™ to smooth any imperfections – imagined or real!

Whatever your needs, No nonsense® Ultimate Shapers™ has the perfect shape for you:

### ***Waist to Mid-Thigh Shaper***

Fabulous under everything from knit dresses to sleek skirts, this classic shaper smoothes the tummy, hips and thighs.

### ***Butt-Lifting Shaper***

Designed to boost the rear while still flattening the tummy, this shaper defies gravity, offering a little boost where you want it most.

### ***Shaping Capri***

With sheer hosiery that extends to mid-calf, this shaper is perfect with pants, delivering all-over smooth shaping without any lines.

To keep you comfortable all day long, Ultimate Shapers™ are made of soft microfiber fabric that's light-weight enough to let you move easily, but strong enough to really do the job. Other key characteristics include no-bulge leg bands and a comfortable, no roll waistband. Also, Ultimate Shapers™ feature No nonsense's *So Cool, So Fresh* Moisture Management and Antibacterial treatment technology.

The chic, hourglass Ultimate Shapers™ package is a perfect example of the brand's recent 'facelift'. Today's No nonsense® brings a sense of style – both product and packaging – to food, drug, mass and specialty stores nationwide. Available at a 'no nonsense' price of \$6.49, Ultimate Shapers™ come in either Black or Bisque and in sizes M, L and XL.

For more shaping needs, check out No nonsense's line of Great Shapes® sheer hosiery with built-in shaping control and the brand's Complete Comfort line which offers all-over shaper tights.

Today, 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 the brand's enduring relationship with the American woman. For more information, visit [www.nononsense.com](http://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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The logo for 'No nonsense' is presented in a white, sans-serif font within a black, wavy-edged banner. The banner is set against a background of horizontal pink stripes.

**No nonsense®**

## 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.