

male power

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Male Power, More Extreme!

Male Power is adding nine new styles to its top selling *Extreme* underwear collection. The original collection, released last June, consists of twelve garments featuring the company's very popular cire "wet look" fabric, often combined with stretch mesh and stretch fishnet. Certain styles are highlighted with metal hardware and "tear away" quick release features.

The new pieces include four square-cut shorts styles, adorned with a variety of front and rear treatments. Rounding out the collection are such innovative garments as a rip-off front ring bikini, a garter back jock strap, and the "Perk-U-Later" g-string designed to "hold your position."

The **Male Power** brand is hotter than ever according to Jeff Baker, company president. "We are creating a large assortment of styles and fabrics to meet growing customer demand, and sales figures underscore our success." **Male Power** has experienced double digit growth for the third consecutive year, and 2011 is off to a strong start. Baker is particularly enthusiastic about the latest additions to the *Extreme* collection, adding "We know what our customers want, and we are delivering it."

The expanded *Extreme* collection will debut at the March ILS show. Orders begin shipping on April 15th.

www.Malepower.com

