



FOR IMMEDIATE RELEASE:

ENTREPEUNEUR RE-DEFINES HOW WOMEN THINK ABOUT THEIR PANTIES, AND THEMSELVES

PrivateEyes unveils its first collection of women's underwear featuring empowering, sassy sayings for the modern female

CHARLESTON, SC – March 17, 2010 – Budding entrepreneur, Margaret Bjork, is today announcing the launch of [PrivateEyes](#), a women's panty company featuring empowering sayings for today's "do everything" woman. Her first collection to launch is "The Working Girl" line of panties featuring sayings aimed to support women who are doing it all from her career to family to community. The Working Girl panties feature seven expressions that include "It's Go Time," "I have Brass Boobs," and "My Bet is On Me," designed to support women as their *body armor* during the best and hardest of days.

"At PrivateEyes, we strive to help women be successful and laugh while they're at it," said Margaret Bjork, a comedian turned business woman and entrepreneur. "Women are busy, and it's easy to let the pressures of life take over. Panties by PrivateEyes are a daily reminder you can do this and are strong enough to come out on top!"

In addition to her launch collection, PrivateEyes offers the "Days of the Week" line featuring a panty labeled for every day of the week as well as "Panties With a Purpose" where women can customize a collection of panties with fun expressions for herself or gifts for female friends.

The panties come in bikini brief and thong in an array of sizes and are made from a high-quality blend of 95% Cotton and 5% Spandex, they are soft to the skin and comfortable to wear for any occasion. They are available for purchase at [PrivateEyeUndies.com](#) for \$12.99 per panty or \$65.00 for sets of seven

PrivateEyes also features a blog called "[The Duh](#)" that tells stories from the trenches of the working world in the eyes of a female. Its motto – Be Yourself, Just Don't Be You – features inspirational, sometimes comical stories written by the company owner and contributing readers. The blog encourages readers to post comments under a sassy handle such as Sassy in the City, Go Lady Go, or Charlie's Angel.

PrivateEyes will continue to unveil new panty collections aimed to support and empower women throughout the year.

About PrivateEyes

[PrivateEyes](#) offers high-quality panty collections featuring empowering, sassy expressions for today's working woman. Founded in 2009 by comedian turned business woman, Margaret Bjork strives to empower women to succeed through the best and hardest of times and find humor in life's challenging moments. Serving customers nationwide, PrivateEyes currently offers three panty lines – The Working Girl, Days of the Week, and Custom Panties – that are available for purchase in bikini brief or thong at [PrivateEyesUndies.com](#). PrivateEyes is a privately held company based in Charleston, SC.

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