



Media Contacts:

Amelia Ott, 617-939-8368, aott@coneinc.com
Anjala Gulati, 617-939-8421, agulati@coneinc.com

**CELEBRATE NATIONAL ADOPTION MONTH
WITH JOCKEY BEING FAMILY**

Jockey to Donate 100% of Proceeds from Sales of the Jockey Being Family Bear

Kenosha, Wis. (November 3, 2008) – Celebrate National Adoption Month this November with [Jockey Being Family™](http://JockeyBeingFamily.com), a corporate citizenship initiative aimed at strengthening adoptive families for successful futures. During November, Jockey will donate 100% of its sales of the Being Family™ Bear to support post-adoption services nationwide. Throughout the rest of the year, \$3 from each Bear purchased will benefit post-adoption services. Consumers can support National Adoption Month by purchasing a Jockey Being Family Bear, at JockeyBeingFamily.com or Jockey.com.

“Post-adoption services are resources that families can tap into when they hit that bump in the road – services that help families stay strong and stay together,” stated Debra Waller, Chairman and CEO of Jockey International. “The goal for Jockey Being Family is to make sure adopted children have permanent loving and caring families. We want them to be ‘forever’ families. That’s what it’s all about.”

Since 2005, Jockey Being Family has designated more than \$1 million in direct support and sponsored fundraising initiatives for post-adoption services. Jockey Being Family helps families after they have adopted through Jockey employee volunteerism activities and financial support to signature nonprofit partners, such as the North American Council on Adoptable Children, the Adoption Resources of Wisconsin and the Dave Thomas Foundation for Adoption. Programs include:

- **Home to Stay Backpack Program** –Jockey employee volunteers compile personalized backpacks for adopted children, full of fun, age-specific items to call their own
- **Comfort Crafters** – Group of Jockey employees who volunteer their time, creating hand-made quilts and blankets for each child’s backpack
- **Home Adaptation** – Jockey and its nonprofit partners refurbish adoptive family homes, making them more accessible for adopted children with disabilities

Visit JockeyBeingFamily.com to learn more about Jockey’s commitment to strengthening adoptive families for successful futures.

About Jockey International, Inc.

Jockey International, Inc., is a privately held company, founded in 1876 by Samuel T. Cooper. Today, Jockey is a leading manufacturer and marketer of apparel products sold in major department and specialty stores in more than 120 countries around the world. With headquarters in Kenosha, Wisconsin, the 132-year old company is committed to quality, comfort, fashion, innovation and value. As Jockey grows in size and sophistication, the simple commitment to serve its consumers’ needs continues to be the company’s hallmark. Consumers can visit Jockey on its Web site at www.Jockey.com.

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