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JOCKEY SHOCKS WORLD WITH WILD NEW BRIEF

Well, we did 75 years ago!

Kenosha, Wis. (Jan. 23, 2009) – [Jockey International, Inc.](#), proudly celebrates the 75th anniversary of the world's first brief!

Jockey has had many firsts in its [133-year history](#), but none was more impactful than this one!

In 1934, Cooper's Underwear Company executive Arthur Kneibler received a picture postcard from the French Riviera, depicting a man wearing a bikini-style swimsuit. Kneibler saw an opportunity in the style as a new and somewhat daring design for men's underwear, and the Jockey[®] Brief was soon invented - the world's first brief.

The Jockey name served as a nod to the garment's jock strap-like functional benefits, but with a bit more approachable moniker.

A year after its invention, the garment was first sold on January 19, 1935 at the Marshall Field & Co. store in Chicago. Despite blizzard conditions on the day of its launch, the new-fangled underwear – the Jockey brief – was an immediate sensation, with snow-covered customers dashing into the store to purchase the entire stock of 50 dozen shorts before noon.

In the following week 1,000 dozen pairs were sold, and the Jockey Brief was on its way to its place in history. As the years went by the Jockey brief became so identified with the Company that in 1971 Cooper's, Inc. adopted the brand name to become Jockey Menswear, and then in 1972, Jockey International, Inc.

2009 marks the 75th anniversary of Jockey's invention of the brief, and today Jockey supplies men and women with a full array of apparel products – thousands of styles - sold in more than 120 countries around the globe.

Arthur Kneibler would be proud. Happy birthday, briefs!

For more information visit [Jockey.com](#) or call 1-800-JOCKEY-1.

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, Jockey is committed to quality, comfort, fashion and innovation. As Jockey grows, the simple commitment to serve our consumers' needs continues to be our company's hallmark. Consumers can visit Jockey on our Web site at [www.jockey.com](#).

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