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Jockey™ Launches Catalog

New Offerings Include Men's "Euro Sport" Performance Underwear Collection

Kenosha, Wis. (May 14, 2008) – Jockey International, Inc., the iconic American clothing brand, has announced the launch of its new apparel catalog. The catalog focuses solely on Jockey branded merchandise and features an integration of the latest and most advanced offerings from Jockey across all categories including, underwear, bras, activewear and lifestyle products.

“Jockey’s customers continue to demand a hassle-free, easy shopping experience,” stated Chris Smith, Jockey’s vice president, E-Commerce and Catalog. “The new catalog, also available online at Jockey.com, allows customers to shop at their leisure and is the most current example of our company responding to consumer requests.”

In keeping with Jockey’s innovative heritage, the catalog contains images and copy inspiring consumers to “feel free” and embrace their individuality. The catalog introduces a fresh design and a layout that shows Jockey products within the context of daily living and real-life situations. The Jockey catalog also features actual consumer reviews of many of the products.

A highlight of the catalog is Jockey’s newest collection of men’s underwear, Euro Sport, which is exclusive to the U.S. market via the catalog and at Jockey.com. Euro Sport is a new line of high-performance, European-designed men’s underwear created to help competitors be at the top of their game. Euro Sport’s unique construction and fabrication provide superior support, fit and comfort as well as innovative features such as moisture management, quick-drying technology and breathable, lightweight fabrics.

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Jockey produced its catalog in a smaller, more resource-friendly format on recycled paper using environmentally sound inks. The company also promotes the Direct Marketing Association's (DMA) "Recycle Please" program, which is designed to encourage consumers to recycle their catalog. Jockey is a member of the DMA and is a certified Direct Mailer.

Free shipping is available on orders of \$75 or more when ordering via the catalog's printed order form or online. All orders include a 100 percent satisfaction guarantee and free returns, creating a risk-free shopping experience for consumers. To view Jockey's new catalog, order product, or to request a printed copy please visit www.jockey.com/catalog.

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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