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SAVE DAD FROM HIS DRAWERS: NATIONAL SURVEY REVEALS THE TRUE AGE OF MEN'S UNDERWEAR

Jockey finds that the majority of men in America own un-wearable underwear

Kenosha, Wis. (June 25, 2007) – Just in time for Father's Day, Jockey is revealing the true age of men's underwear – and it's not a pretty sight! Stretched out and stained, lots of dads' drawers beg to be replaced. A survey released today from Jockey International, Inc. reveals that more than a quarter of men in America – (26%)—own underwear that is five or more years old, and are in need of replacement, and a shocking 11 percent of men own underwear that is aged over a decade! Sadly, if you peek into men's unmentionable drawers across the country, you are likely to find underwear that is not in wearable condition.

Additional Survey Findings:

- o **Age Matters** – When asked the true age of their underwear, men admit to owning pairs 3-4 years old (24%); 5-9 years old (13%); and 10 or more years old (11%).
- o **Oldies, Not Goodies** – These ancient undergarments don't always stand the test of time. Seventy-seven percent admit that their old drawers are tattered, discolored, or stained. Just a small group of Americans – (23%) – say theirs are just like new!
- o **Time to Let Go** – Men admit that they are holding on to old underwear despite the fact that it no longer fits (15%); has lost elasticity (30%); is stained/not the original color (36%); or is covered in holes (14%).

Rescue Dad from his top drawer time-warp with Jockey's 3D-Innovations® underwear this Father's Day. Jockey analyzed body scans of thousands of people to develop the technologically-advanced 3D Collection, which features a unique eight-way stretch construction and fabric that fits like new after every wash. Plus, there are several great styles for every man's preference, all of which are stylish and look great – Mom will appreciate that!

Survey Methodology

The surveys, conducted in collaboration with Kelton Research®, polled 1,001 adults across the country from May 2 - 6, 2008. The

data was then broken down further to target men; a total of 501 men were surveyed. Margin of error: ± 3.1 percentage points.

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