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JOCKEY GOES PLATINUM

PR News Honors Jockey's Social Media PR Campaign with Platinum PR Award

Kenosha, Wis. (October 16, 2008) – [Jockey International, Inc.](#), announced today that its PR campaign supporting the launch of Jockey's StopSquirring.com and JockeyUnderWars.com is the recipient of the *PR News* Platinum PR Award for Best Social Media Campaign.

In 2007, Jockey introduced two new interactive Web sites, StopSquirring.com and JockeyUnderWars.com, designed to generate buzz and build brand awareness among Jockey's target consumers.

To support the launch of these sites, Jockey and its PR agency partner, Cone, implemented an integrated and aggressive PR campaign that delivered more than 270 media hits and 310 million impressions, including high profile placements in the Associated Press, *USA Today*, *New York Times*, Fox News Channel and CNBC.com.

"The PR campaign generated significant visibility for the Jockey brand and our viral Web sites," says Mo Moorman, director of public relations for Jockey. "The extensive media results, including strong online and blog coverage, helped Jockey further engage consumers and drove increased traffic to both sites."

"We are thrilled. This is a great win for both Cone and Jockey, especially as we rev up our new media capabilities," says Bill Fleishman, executive vice president and managing director of Cone.

PR News is a 60+ year-old, executive level, reader-supported publication that helps enhance the business impact of public relations, written for corporate PR and agency professionals.

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