



Media Contact:

Mo Moorman, 262-653-3027, mo.moorman@jockey.com

Former Jockey CEO to be Inducted into Wisconsin Business Hall of Fame

Kenosha, Wis. (April 1, 2009) – Four laureates will be inducted into the prestigious Wisconsin Business Hall of Fame in a ceremony on Tuesday, April 2, and Donna Wolf Steigerwaldt, former Jockey Chairman and CEO and mother to Jockey's current Chairman and CEO, Debra S. Waller, will be posthumously inducted.

Under Donna Wolf Steigerwaldt's leadership, Jockey International became the largest woman-owned business in Wisconsin and was among the 50-largest woman-owned companies in the United States. She guided the Company in its worldwide expansion and was responsible for introducing the company's first line of women's intimate apparel, *Jockey for Her*. Debra will accept the honor on behalf of her mother. Congratulations!

The celebration will take place in the Imperial Ballroom on the 7th floor of the historic Pfister Hotel in Milwaukee. Other inductees will be **Ole Evinrude**, founder of the recreational marine industry and Evinrude Motor Company; **Don Schneider** of transportation giant's Schneider National Inc. and **John Stollenwerk**, former leader of Allen-Edmonds Shoe Company.

Following the reception will be a benefit dinner hosted by Jeff Joerres, CEO of Manpower as Wisconsin Business Hall of Fame Honorary Committee Chair, along with over 500 guests assembled from around the state to celebrate business and entrepreneurship. The Induction Ceremony, emceed by Tim Sheehy, MMAC President, will commence approximately 7:45 PM with video presentations and personal stories shared by the laureates.

Each year, legendary business leaders are honored at the Wisconsin Business Hall of Fame Induction Ceremony and Benefit Dinner, with proceeds benefiting Junior Achievement of Wisconsin, Inc. Established in 1990, the Hall of Fame honors individuals whose business innovations, effective management and civic involvement made a difference in companies and communities throughout the state. The laureates are also recognized for the high standards they set as role models for Wisconsin's young people. The laureates to be inducted this year are innovative business leaders who have positively shaped Wisconsin's business climate.

Several other awards will also be presented at the ceremony, including Mary Ellen Stanek as Distinguished Executive Award winner sponsored by Associated Bank, and Cory Nettles as the Peak Performer. Matt Meis has been named the Wisconsin Young Entrepreneur, an award sponsored by Ernst & Young LLP.

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Past inductees to the Wisconsin Business Hall of Fame include James H. Keyes of Johnson Controls, Inc., Leslie Muma of Fiserv, Richard Teerlink of Harley-Davidson, Inc. and Senator Herb Kohl, owner of the Milwaukee Bucks and former president of Kohl's Department Stores.

Event proceeds benefit Junior Achievement of Wisconsin, Inc. Junior Achievement's purpose is to inspire and prepare young people to succeed in a global economy. It is the largest and fastest growing non-profit with focus on entrepreneurship, work-readiness skills and financial literacy in the world, reaching approximately 7 million students annually.

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.

For more information about Jockey, visit Jockey.com, call 1-800-JOCKEY-1, see us on Facebook or follow us on [Twitter.com/Jockey](https://twitter.com/Jockey).

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