



KELLWOOD
Donna

Mo Moorman, 262-653-3027, mo.moorman@jockey.com
Donna Weaver, 212-329-8072, donna.weaver@kellwood.com

Media Contacts:

JOCKEY AND KELLWOOD COMPANY ANNOUNCE LICENSING AGREEMENT

Gerber Childrenswear, Inc. to Produce Jockey-Branded Children's Apparel

Kenosha, Wis. (Dec. 10, 2007) – Jockey International, Inc., and Gerber Childrenswear, Inc., a division of Kellwood Company, have entered into a licensing agreement. Effective immediately, Gerber Childrenswear, Inc. will begin the design, production and distribution of Jockey-branded underwear, sleepwear and thermalwear for infant, toddler and children's apparel.

“This is an excellent opportunity for Jockey to work with an established expert in the children's apparel industry that can grow Jockey children's apparel business and introduce new categories,” said Jockey's Vice President of Domestic Licensing, Milou Gwyn. “This initiative also enables Jockey to dedicate more resources to our core business of adult apparel.”

Gerber Childrenswear will distribute these products in the United States and Canada.

“We are excited to partner with Jockey,” said Gary Simmons, President & CEO of Gerber Childrenswear, Inc. “By blending Jockey's strength in brand awareness and customer loyalty with our expertise in the childrenswear market, we will be able to produce products that will meet and exceed the expectations of the consumer and retailers. We are pleased with this new partnership and the opportunities it provides.”

About Jockey International, Inc.

Jockey International, Inc., is a privately held company, founded in 1876 by Samuel T. Cooper, a retired minister who wanted to help lumberjacks suffering from blisters and infections caused by their shoddy wool socks. Consumers learned they could trust him, and his tiny hosiery business grew and then expanded into underwear. Today, Jockey International, Inc., is a leading manufacturer and marketer of comfort apparel products sold in major department and specialty stores across the country. The products are also available in more than 120 countries around the world. Located in Kenosha, Wis., the 131-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 jockey.com.

About Kellwood Company

Kellwood Company (NYSE:KWD) is a \$1.6 billion marketer of apparel and consumer soft goods, that specializes in branded products and markets to all channels of distribution with brands tailored to each specific channel. Kellwood brands include Vince®, HOLLYWOULD®, Phat Farm®, Baby Phat®, Sag Harbor®, Koret®, Jax®, Democracy®, Sangria™, Jolt®, My Michelle®, Briggs New York®, Hanna Andersson®, Onesies®, Kelty®, Royal Robbins® and Sierra Designs®. Calvin Klein®, XOXO®, David Meister®, Gerber®, and O Oscar, an Oscar de la Renta Company, are

produced under licensing agreements. For more information, visit www.kellwood.com.

About Gerber Childrenswear, Inc.

Gerber Childrenswear, Inc. is a leading marketer of infant and toddler apparel and related products, which it offers under its flagship licensed brand Gerber, as well as the Onesies® brand one piece underwear. Gerber Childrenswear is headquartered in New York, NY and owned by the Kellwood Company.

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