



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

JOCKEY ENTERS MEDICAL APPAREL MARKET

White Swan to Produce Jockey-Branded Medical Apparel

Kenosha, Wis. (April 20, 2009) – Jockey International, Inc., has entered into a licensing agreement with White Swan, a leader in the healthcare apparel industry. White Swan will design, produce and distribute a line of Jockey® branded medical apparel for healthcare professionals via uniform retailers.

“In a product that you’re wearing all day long, where comfort is a quiet yet crucial factor, Jockey delivers,” said Milou Gwyn, Vice President Domestic Licensing, Jockey International. “We bring Jockey’s promise of comfort and quality to this new market. We’re excited about this growth opportunity for the brand.”

“Jockey is an excellent partner for White Swan and a perfect brand for the healthcare apparel industry,” said Jim Decker, Vice President of Marketing for the White Swan Division of Encompass Group, LLC. “Jockey brings both the retailer and the end-user instant name recognition and a brand they trust. Retailers will be excited to offer Jockey Scrubs and medical professionals will be pleased with the style, fit, comfort, and performance.”

The Jockey healthcare apparel line will initially include scrub pants, tops, and jackets made in innovative stretch fabrics that move with the wearer. Both unisex and women’s styles will be offered in a fit that meets the needs of today’s healthcare professional. Future product introductions will include a line of lab coats and jackets to be worn in a variety of healthcare settings.

Product will hit the market in July 2009, and will be available to uniform retailers at that time.

“We’ve successfully extended the Jockey brand into bedding, sleepwear, shapers and activewear categories, and the healthcare apparel market is a natural fit for Jockey,” said Gwyn. “We are excited to enter this new category that mirrors so well with Jockey’s consumer and brand assets. Jockey will do very well here.”

White Swan is the retail division of Encompass Group, LLC. The White Swan brand originated as a family business in Yonkers, NY in 1916 and was known for its high fashion and quality uniforms for nurses. In 1988, White Swan merged with another long-standing brand in uniforms – Meta. Meta was founded in 1896 and is a leading manufacturer and marketer of lab coats. White Swan*Meta was purchased by Dowling Textiles in 1995 and later became an original division of Encompass Group, LLC. White Swan is based in Lake Forest, IL and markets the White Swan, Meta, and Five Star Chef Apparel brands as well as several sub-brands including Fundamentals, TruBamboo, TruCords, and Dress Code. Products and information can be viewed at www.whiteswanmeta.net.

Also known as “scrubs,” medical apparel is worn by all forms of healthcare professionals including nurses, doctors, surgeons, dentists, dental assistants and veterinarians.

About Encompass Group, LLC

Encompass Group, LLC is a privately held company founded in August of 1999 through the merger of Dowling Textile Manufacturing Company, The Pillow Factory, TECHStyles, Inc. and the concurrent purchase of the Hospitex Division from Allegiance Healthcare Corporation. Encompass is one of the leading manufacturers and marketers of reusable textiles, professional apparel, therapeutic support surfaces, and single-use medical products. Encompass is based in McDonough, GA and more information can be viewed at www.encompassgroup.net.

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. Consumers can visit Jockey on our Web site at www.jockey.com.

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