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Jockey Introduces Women's "Minis" Collection

Jockey's Lowest Rise Ever now Available Exclusively via Jockey.com & Jockey Catalog

Kenosha, Wis. (November 2, 2008) – [Jockey International, Inc.](#), is proudly announcing the Jockey® [Minis](#) Collection, intimates offering an “abbreviated” fit.

The Jockey Minis Collection delivers women the youthful silhouettes they are looking for with an iconic and well-trusted brand name.

Jockey Minis offer European styling with Jockey's lowest rise ever. Shorter side seams and higher-cut legs provide a fun, playful fit that's intentionally “cheeky.”

There will be three lines in the collection:

- **Jockey Cotton Stretch Minis**

- Smooth and gentle plush back elastic waistband
- Camisole has integrated bra for modest formation
- Made of 89% Cotton, 11% Spandex

Silhouettes:

- Top: Cami
Pants: Thong, Low Rise Bikini, String Bikini and Low Rise Boyleg

- **Jockey Signature Stretch Minis**

- Contrasting trim on cami and waistband makes a playful understatement
- Smooth edges for a flat, comfortable fit
- Made of 89% cotton/11% spandex

Silhouettes

- Top: Cami
Pants: Thong, Low Rise Bikini and Low Rise Boy Leg

- **Jockey Microfiber Minis**

- Soft, light and breathable microfiber
- Contrasting trim makes a playful understatement
- Made of 90% nylon, 10% spandex
- Available March 2009

Silhouettes

- Top: Cami, T-shirt
Bottom: Thong, String Bikini, Low Rise Bikini, High Cut, Low Rise Boy Leg

Starting the first week of November, Jockey.com and the Jockey catalog are offering advanced sales of the Cotton Stretch Minis and Signature Stretch Minis collections, before they hit retailer's shelves in March 2009.

To support the Jockey Minis Collection, Jockey is launching a landing page (www.jockey.com/Minis) to go live by the first week of November, and an email campaign announcing the collection to Jockey customers will begin Sunday, 11/9, in concert with the mailing of the latest Jockey [catalog](#).

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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