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History Channel's "Modern Marvels" Visits Jockey™

Iconic underwear brand provides film crew an inside look at its manufacturing process

Kenosha, Wis. (May 8, 2008) – [Jockey International, Inc.](#), the iconic underwear manufacturer, recently welcomed a film crew from the [History Channel's "Modern Marvels"](#) into its Honduras manufacturing facilities. The film crew captured footage for an upcoming episode, scheduled to air July 14, 2008, which will take viewers on an extensive tour through the history and evolution of underwear.

Jockey boasts a rich history of using advanced technology and innovation and creating superior products, such as its [3D-Innovations](#) collection, helping the company remain an industry leader for more than 130 years. Today, Jockey supplies hundreds of millions of pairs of underwear to more than 120 countries around the world each year.

“Since 1876, Jockey has focused on bringing quality, comfort and fit to all of our product offerings, always finding new ways to exceed consumer expectations,” stated Debra S. Waller, Jockey’s Chairman and CEO. “We’re very pleased to be a part of this television series and to demonstrate Jockey’s innovative influence and leadership in the underwear category.”

A “Modern Marvels” film crew visited Jockey’s Honduras manufacturing facilities in late April. The film crew captured Jockey’s underwear manufacturing process and spoke with key staff and partner facilities to better understand the practices involved to transform a simple thread into a high quality pair of modern underwear.

“[Modern Marvels](#)” is the popular, documentary-style television series which tells the fascinating story behind everyday items, technological breakthroughs, man-made wonders and the people who created them.

The segment is scheduled to air on July 14, 2008. Check local listings for "Modern Marvels" as dates and times may vary by city and station.

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, the 132-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 www.jockey.com.

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