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NEW SURVEY REVEALS THE SKINNY ON SHAPEWEAR

Jockey offers solutions to women's shapewear needs

Kenosha, Wis. (June 15, 2008) – With summer wedding season in full swing, women across the country are reaching for [shapewear](#) to help them feel confident and sexy in their little black dress. However, according to a recent survey conducted by [Jockey International](#), a leader in the undergarment industry, some women still have concerns about shaping garments.

The top two reasons women get their panties in a bunch over shapewear? Comfort and concealment.

- o **Must Love Comfort** – Nearly half (49%) of women say they don't wear shapewear more often because they think it's uncomfortable.
- o **Hide and Seek** – More than one in ten (14%) reveal it's because they don't want anyone to know they are wearing shapewear. Nearly one in ten (9%) women say wearing shapewear makes them feel unsexy.

"It's important for women to realize that shapewear has come a long way in recent years," explains Sally Tomkins, Senior Vice President, Design, Research and Development at [Jockey International](#). "At Jockey, we use advanced fabrics that are more refined and less restrictive, coupled with unique construction to make shapewear that is comfortable and easy to wear."

To complement an extensive collection of shapewear in light, medium and firm levels of control, Jockey recently introduced [No Panty Line Promise® Shapers](#), a modern form of shapewear with refined construction that makes these lightweight garments easy to wear under any outfit with comfort and confidence. These garments are laser cut and can be worn under anything to ensure a sleek and slimming look.

Jockey's survey also reveals when and where women are most likely to wear shapewear.

- o **Go Figure** – Nearly three in five (59%) women say they'd wear shapewear under their clothes in order to look curvier or squeeze into certain outfits.
- o **Timing Is Everything** – While almost one in ten (7%) women are more likely to wear shapewear on a daily basis, the vast majority of women choose shapewear for a specific outfit or occasion. One in five (20%) women are most likely to put on shapewear when they are wearing certain outfits, and 17 percent are likely to wear it for a special occasion, such as a wedding.

To help women find the perfect undergarments for a specific outfit or special occasion, Jockey has launched a new micro site at www.Jockey.com/dress. The site serves as a style guide to help women navigate the many options in shapewear and intimate apparel and find the perfect pieces that will slim, smooth, flatten and flatter under their little black dress or summer wedding outfit. Using this simple, interactive tool, women can quickly select the best undergarment options that match a variety of popular dress styles and silhouettes.

Survey Methodology

The survey, conducted in collaboration with Kelton Research[®], polled 1,001 adults across the country from May 2 - 6, 2008. The data was then broken down further to target women; a total of 500 women were surveyed. Margin of error: ± 3.1 percentage points.

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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