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## **JOCKEY URGES AMERICA TO STOP SQUIRMING**

*New interactive campaign engages consumers in the fight against uncomfortable underwear*

Kenosha, Wis. (August 20, 2007) – Jockey International, Inc., launches a humorous new web site targeting a younger audience and drawing attention to the often taboo topic of uncomfortable underwear situations. StopSquirming.com showcases the comical and sometimes outrageous ways that men and women try to alleviate discomfort caused by ill-fitting underwear that shifts, bunches or rides up, while highlighting Jockey® undergarments as a solution that will put an end to squirming once and for all.

StopSquirming.com features videos of common squirms caused by uncomfortable undies, such as the “Bus Change” squirm which involves burrowing your hands into your front pockets pretending to dig for change while fixing underwear that is bunching or creeping. Site visitors can upload videos of their own signature squirms, view funny squirm videos posted by other participants and vote on their favorite squirms.

The launch of StopSquirming.com represents Jockey’s first viral marketing campaign as the company seeks to generate buzz and build brand awareness with a new, younger consumer base. The campaign is part of a larger corporate initiative that includes marketing, branding and new product introductions designed to attract younger consumers to the brand.

“Through a funny and edgy approach, we hope to focus consumer attention on the issue of uncomfortable underwear and the solution provided by Jockey’s superior fitting undergarments,” said Tim Pitt, Vice President of Global Marketing and Advertising at Jockey International, Inc. “The campaign’s interactive online format and highly amusing content allows Jockey to engage younger consumers in a more meaningful, relevant way.”

In addition to uploading and viewing squirms, StopSquirming.com gives consumers the opportunity to protect their friends from embarrassing underwear situations by sending a “Grundy Grievance™” email that alerts them to their underwear problem. Users can choose between three different wacky Grievance Counselors to deliver one of five tailored video messages about underwear offenses ranging from saggy skivvies to ugly undies.

For more information or to upload your own squirm, visit [www.stopsquirming.com](http://www.stopsquirming.com).

***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, WI, the 130-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](http://www.jockey.com).

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