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JOCKEY LAUNCHES RETRO-STYLE UNDERWEAR LINE AT URBAN OUTFITTERS

New '70s Inspired Men's Underwear Line Makes a Bold Fashion Statement

Kenosha, Wis. (November 2007) – As retro fashion trends infiltrate runways around the world, Jockey International, Inc. is introducing the spirit of the '70s to underwear drawers across the country with the launch of Jockey® Y-Front® Briefs, a new line of retro-style men's underwear available at Urban Outfitters, featuring Jockey's iconic Y-Front® garment design.

This is the first time that Jockey products have been sold through the retailer, and the product will be available beginning November 2007.

“The youthful spirit infused into this new line is targeted toward a younger, more fashion-forward consumer,” said Bob Nolan, Jockey's President, North American Wholesale and Licensing. “We feel that the unique style and packaging of Jockey Y-Front Briefs will appeal to Urban Outfitters' consumers who are looking for iconic, retro clothes that fit their lifestyles.”

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The 100% cotton low rise briefs feature bold, vibrant colors with contrasting white accent trim to create a hip, retro look reminiscent of popular styles from the 1970s. The undergarments are sold in eye-catching, clear plastic tubes containing three pairs of briefs in assorted colors.

“We’re excited to offer our customers a truly classic American brand like Jockey at Urban Outfitters,” said Dan Leraris, Men's Divisional Merchandise Manager of Urban Outfitters. “We are providing an authentic, quality product with a twist that we feel is perfect for the Urban Outfitters customer.”

In January 2008, Jockey plans to expand the collection at Urban Outfitters with the addition of a line of retro-style trunks.

Jockey’s Y-Front Briefs feature incredibly soft, 100% combed cotton fabric, as well as a plush back waistband and accent trim with iconic Y-Front design for underwear that is as comfortable as it is bold and colorful. Suggested retail price is \$24 for a three-pack of Low Rise Briefs and \$28 for a three-pack of Trunks. Jockey Y-Front Briefs are available at Urban Outfitters locations nationwide and www.urbanoutfitters.com. Call 1-800-JOCKEY1 for more information.

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, Wis., the 131-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 jockey.com.

About Urban Outfitters

Urban Outfitters, NASDAQ: URBN owns and operates three retail clothing brands: Urban Outfitters, Anthropologie and Free People. The first store opened in 1970 in Philadelphia, Pennsylvania, focusing on "funky" fashion and household products. Today, the Urban Outfitters line has expanded from vintage, bohemian, retro, ironically humorous, kitschy, and oddly designed apparel and furniture to include many luxury brands such as Lacoste, Diesel, True Religion and Seven for All Mankind. Currently headquartered in the Philadelphia Navy Yard, Urban operates more than 100 shops in the United States, Canada, Ireland, and the United Kingdom.

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