



Media Contact:
Mo Moorman, 262-653-3700, mo.moorman@jockey.com

JOCKEY LAUNCHES JOCKEYUNDERWARS.COM *Get Your Pants Off and Your Groove On!*

Kenosha, Wis. (Nov. 1, 2007) – Jockey International, Inc., the iconic clothing manufacturer best known for products that are rarely seen in public, is issuing a challenge: May the Best UnderWarrior™ Win. Jockey’s new, interactive Web site, JockeyUnderWars.com™, encourages people to dance in their underwear for notoriety, fun, competition and even the chance to win some cash.

“We’re exploring new ways to let people express themselves and interact with the Jockey® brand in a fun, engaging way,” said Tim Pitt, Jockey’s Vice President, Global Marketing and Advertising. “Jockey is best known for its underwear, and JockeyUnderWars.com celebrates that, inviting people to have some fun, be themselves and, of course, dance in their underwear!”

The site creates head-to-head matches, or dance contests, for individuals or groups that post videos of themselves dancing in their underwear. “UnderWarriors,” as they’re known, can challenge other participants or just post his or her dance video on the site for all to enjoy.

UnderWarriors are encouraged to enter the JockeyUnderWars Tournament, which begins November 15. The winner will be determined strictly by audience voting. Grand prize for the tournament is \$5,000.00 cash.

“Web users who are frequenting social networking sites are very familiar with posting images and video clips online and have the technology to do so,” said Patty McIntosh, Jockey’s Internet Marketing Manager. “JockeyUnderWars.com makes it easy to choose your music, film your dance moves and post your video on the site. The real fun starts when you challenge another UnderWarrior and the voting begins.”

Popular UnderWarriors include such colorful personalities as “Vanillah Thrillah,” “Trouble Mack,” and “Boom Sniggity.” Each participant on the site creates an UnderWarrior profile and can even trash talk with other players to heighten the competitive spirit and further engage voters.

Participants can comment and vote on videos to determine which UnderWarriors will win their matches and advance to spar again. UnderWarriors can send links to their matches to friends and – if they’re brave – family, soliciting votes for their efforts. Creating a profile and submitting a dance video is fast, simple and free.

Visit JockeyUnderWars.com to show your moves, talk some trash, vote for a winner, or win \$5,000!

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.

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