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## **NEARING 75<sup>TH</sup> ANNIVERSARY OF WORLD'S FIRST BRIEF, JOCKEY<sup>TM</sup> PURSUES YOUNGER CONSUMERS**

*Brand uses Web sites, college tours, social networking and spring break to attract youth*

**Kenosha, Wis. (Feb 22, 2008)** – In 1935 [Jockey International, Inc.](#), introduced the world's first brief, one of many innovations from the venerable American underwear giant in its now 132-year history. Today Jockey is using clever interactive marketing to reach people under 30 and establish Jockey as a market leader with this important demographic.

“Jockey is now launching Jockey UnderTour<sup>TM</sup> and Jockey UnderBeach<sup>TM</sup>, experiential initiatives that are taking the brand straight to the target,” said Tim Pitt, Jockey's Vice President, Global Marketing and Advertising.

Jockey UnderTour is a college tour spanning 25 campuses across the U.S. from early February through the first week of April.

“Students can check out [JockeyUnderWars.com](#) and [StopSquirring.com](#) at Wi-Fi computer kiosks, enter a drawing to win free Jockey products for 10 years, receive free Jockey gear and make a music video using technology that superimposes the participants' heads onto the bodies of dancing Jockey underwear models as the participants sing Karaoke-style to popular songs,” said Patty McIntosh, Jockey's Internet Marketing Manager.

By visiting [Jockey.com/UnderTour](#), students can see a list of campuses Jockey is visiting; download, view and share photos from their campus experiences; and link to other Jockey Web sites. Jockey has also developed a [Facebook](#)<sup>TM</sup> page to engage and inform visitors about the UnderTour initiatives.

Jockey UnderBeach will engage students with interactive Jockey events at the popular spring break destination, Panama City Beach, Fla., during the peak of spring break (March 2-23).

“At Jockey UnderBeach, students can visit Jockey's huge beach tent where they can check out our Web sites, enter a drawing, play beach games, watch the college basketball championships on big-

screen TVs, lounge in custom Jockey UnderHammocks™, receive free Jockey gear and try their hand at various stage contests,” said McIntosh.

Jockey has also blanketed a beachfront hotel with branded collateral and giveaways, and will sponsor a popular beachfront night club.

“The objectives for both Jockey UnderTour and Jockey UnderBeach are to engage students with several entertaining activities that will promote StopSquirring.com and JockeyUnderWars.com, raise the awareness and relevancy of the Jockey brand among students aged 18-24 and capture data from these students for continued outreach,” said Pitt.

“We’re bringing a lot to this age group that we believe they’ll find amusing and interesting, and let’s face it: The chance for a student to win \$25,000 on JockeyUnderWars.com is pretty compelling!” said McIntosh.

\$25,000 could go a long way towards a student’s tuition, books, pizza ...

***About Jockey International, Inc.***

Jockey International, Inc., is a privately held company, founded in 1876 by Samuel T. Cooper. 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 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 [jockey.com](http://jockey.com).

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