



Media Contact:
Mo Moorman, 262-653-3027, mo.moorman@jockey.com

Jockey Awards Luxe Spa Vacation Packages

Kenosha, Wis. (Jan. 25, 2011) – [Jockey International, Inc.](#) is sending four lucky women on a dream vacation. The ladies will soon enjoy pampering and luxury for four nights and five days at a [Canyon Ranch Resort and Spa](#), their prize for winning a Jockey sweepstakes celebrating the new [Jockey® No Panty Line Promise® Luxe](#) collection of women's intimates.

Jockey conducted a survey in 2010 and found that many women weren't pampering themselves as much as they once did, especially when it comes to buying new clothing and getting beauty treatments. Recognizing that women need more luxury in their lives, Jockey created the Jockey® No Panty Line Promise® Luxe collection of women's intimates. [Jockey® Luxe](#) features a variety of tops and bottoms in Jockey's most luxurious fabric ever, bringing women affordable luxury and indulgence that can be worn and appreciated every day.

To celebrate the new Jockey® Luxe collection, and to make good on a promise to bring yet *more* luxury into women's lives, Jockey created the spa vacation sweepstakes and a program called "Random Acts of Luxe," in which Jockey took to the streets in October 2010, dropping unannounced into spas and salons across the U.S., covering the costs of treatments for all those lucky enough to be present at our arrival, and giving everyone free Jockey® Luxe intimates. (See photos from the "Random Acts of Luxe" tour on our blog: <http://www.blog.jockey.com/category/random-acts-of-luxe>.)

The Jockey® Luxe sweepstakes winners heading to a Canyon Ranch Resort and Spa soon are: Wendy Ogaard of Seattle, Washington; Randi Chakrin of Great Neck, New York; Kerry Denison of Corvallis, Oregon; and Sharon Vandergriff of Knoxville, Tennessee.

In addition to Jockey's sweepstakes, retail partners [Belk](#), [Bon-Ton](#) and [Fred Meyer](#) also hosted unique Jockey® Luxe sweepstakes, giving consumers multiple opportunities, locations and methods to enter for a chance to win a Canyon Ranch vacation for two. Entry opportunities for all Jockey® Luxe sweepstakes concluded Oct. 31, 2010.

The new Jockey® No Panty Line Promise® Luxe collection offers three styles of women's bottoms and a matching camisole that boast a lavish thread count and Jockey's lightest fabric yet. Garments are made from a luxurious microfiber nylon and spandex blend that offers the wearer the line-free confidence of Jockey® No Panty Line Promise® styles, combined with the smoothness and comfort of ultra-light fabric. All garments in the collection also feature a double lined front for modesty and a more polished appearance.

“Every woman deserves to be pampered but we know they can't always afford to do so,” said Sally Tomkins, Jockey senior vice president of Design, Research and Product Development. “With the introduction of Jockey® No Panty Line Promise® Luxe and the *Random Acts* campaign, we really wanted to give women a special treat by adding a little luxury – and a few big surprises – to everyday life. The Luxe collection is so smooth and light, it will leave you feeling spoiled, but without the guilt.”

The Jockey® No Panty Line Promise® Luxe line is available in multiple colors and includes a camisole with a suggested retail price of \$22, as well as bikini, hi cut and hip brief underwear styles, each with a suggested retail price of \$9.50. All are available at Jockey.com, Jockey-branded retail stores, 1-800-JOCKEY1 and various fine retailers.

About Jockey International, Inc.

Jockey International, Inc., is a privately held company, founded in 1876. Today, Jockey is a leading manufacturer and marketer of apparel products sold in more than 120 countries around the world. With headquarters in Kenosha, Wisconsin, Jockey is committed to quality, comfort and innovation, and is dedicated to extraordinary customer service. Find archived press releases and information about Jockey's marketing programs at Buzz.Jockey.com. Shop at Jockey.com, call us at 1-800-JOCKEY-1, fan us at facebook.com/jockey, follow us at Twitter.com/Jockey, read our blog at Blog.Jockey.com, find job opportunities at LinkedIn.com/Jockey-International-Inc and enjoy our videos at YouTube.com/Jockey.

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