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Jockey Names New Company Officer, Marketing Leader

Dustin Cohn Will Serve as Apparel Company's Senior Vice President, Chief Marketing Officer

Kenosha, Wis. (Jan. 25, 2011) - [Jockey International, Inc.](#) is pleased to announce that Dustin Cohn has joined the Company as Senior Vice President, Chief Marketing Officer. Cohn was previously Chief Marketing Officer for [Optimer Brands](#), an apparel and textile solutions company, in Chicago, Illinois.

In this critical role, Cohn will provide marketing strategy and leadership for Jockey, developing integrated marketing programs that align the brand to business strategy and ensure consistency and relevance across all consumer touch points.

"Dustin brings an impressive array of branding and marketing experience to this position," said Jockey's President and Chief Operating Officer Ed Emma. "We welcome his demonstrated success with other iconic brands, and his experience will be a great asset as we continue to focus on the future of our company and the Jockey brand, incorporating a consistent, disciplined and innovative approach to marketing."

As Chief Marketing Officer for Optimer Brands, Cohn helped to build the [DRIFIRE](#)[®] and [drirelease](#)[™] brands, which offer unique and industry-leading benefits to the textile and apparel industries. Prior to Optimer Brands, Cohn was the director of marketing for the [Propel](#) brand at [PepsiCo](#).

Cohn has also served as the director of Gatorade Equity Communications, and led U.S. [Gatorade](#) advertising, Hispanic marketing, and entertainment marketing for the brand. Prior to PepsiCo, Dustin was V.P. Management Director at Element 79 Partners, leading the Gatorade ad account group. Other agency experience includes Foote Cone & Belding.

"I believe that there is untapped potential in the Jockey brand, and the entire Jockey organization also echoes that sentiment," said Cohn. "I am excited to be a part of the team here and am looking forward to building an impactful and effective marketing platform for Jockey."

Cohn has a Bachelor's of Business Administration from the [University of Wisconsin-Madison](#), and has successfully completed the [Executive Leadership Program](#) at the [Harvard Business School](#).

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](#).