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FOR IMMEDIATE RELEASE

Jockey Person to Person Announces Canadian Expansion, Management Changes

Kenosha, Wis. (Feb. 3, 2009) – [Jockey International, Inc.](#), is proud to formally announce the expansion of its direct selling division into the Canadian market with the launch of its Jockey Canada Company doing business as [Jockey Person to Person](#). The expansion includes the addition of two key management positions to Jockey Person to Person, Inc.: Gregg Keeping joins Jockey Person to Person as the Company’s leader of the Jockey Person to Person Merchandising, Marketing and Operation teams; and Lia Keeping joins the Company as the leader of Jockey Person to Person Sales for North America.

Jockey Person to Person continues to grow its successful U.S. operations and recently began recruitment and sales operations in seven Canadian provinces, which currently include Ontario, British Columbia, Alberta, Saskatchewan, Manitoba, New Brunswick and Nova Scotia. The Company has quickly recruited hundreds of Comfort Specialists[®] consultants – the program’s personal selling team – across each of the provinces and is seeing record-setting sales from the new recruits.

“The Canadian expansion is right in line with our commitment to growing and strengthening the Jockey Person to Person business,” said Jockey Person to Person Inc., founder and Jockey International, Inc., Chairman and CEO, Debra S. Waller. “We’re thrilled to have attracted such talent in Gregg and Lia Keeping, which each bring terrific industry experience and energy to the Jockey Person to Person team.”

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Gregg Keeping is the former Chief Operating Officer of Weekenders, and has six years of direct selling industry experience. Lia Keeping was formerly President of Weekenders Canada and Executive Vice President of Weekenders International. Lia joins Jockey Person to Person with 23 years of direct selling industry experience.

“Both of us love the direct selling business, and Jockey Person to Person is poised for great things in this industry,” said Lia Keeping. “We’re really excited to get on board with this team now, and to take the Company to the next level.”

Gregg Keeping echoes his wife’s enthusiasm.

“We see a terrific opportunity at Jockey Person to Person,” he said. “Here’s a growing company with smart people, great products, an iconic, rock-steady brand and a strong corporation supporting the program. It was too good to pass up.”

Reporting to Gregg Keeping will be Glenn Mills, Vice President of Direct Sales, Administration and Operations and Bill Juenger, Sr. Director of Merchandising and Marketing. Gregg will report directly to Jockey International Inc.’s President and COO, Ed Emma. Reporting to Lia Keeping will be Diane Nopenz, Vice President of Jockey Person to Person U.S. Sales. Lia will report directly to Debra S. Waller.

Michael Lapidus, President, Jockey Worldwide Consumer Direct and former head of Jockey Person to Person, will now focus on the Retail, Jockey.com and Catalog businesses for Jockey International, Inc. Lapidus was instrumental with both the start up and development of Jockey Person to Person in the marketplace.

Jockey Person to Person has quickly become a success story, rapidly recruiting Comfort Specialists consultants, growing sales, and now expanding into new territories.

The Company continues to introduce a wide variety of new products that meet women's diverse and active lifestyles. Jockey Person to Person focuses on providing women with an opportunity to enjoy a rich family life while making their financial, professional and personal dreams come true by owning and operating their own business.

For more information about Jockey Person to Person please visit

www.jockeypersontoperson.com.

About Jockey Person to Person, Inc.

[Jockey International, Inc.](http://www.jockeyinternational.com), launched [Jockey Person to Person, Inc.](http://www.jockeypersontoperson.com), in 2005. Founded by Jockey's Chairperson and CEO, Debra S. Waller, Jockey Person to Person provides women with an opportunity to enjoy a rich family life while operating their own business on their own schedule. Featuring a unique product line of sportswear, activewear, sleepwear and more, Jockey Person to Person is swiftly becoming the personal sales career of choice for women across the U.S. and Canada. Visit www.jockeypersontoperson.com to locate and talk with an Independent Comfort Specialist[®] consultant in your area, view the online catalog, and learn more about shopping and career opportunities with Jockey Person to Person.

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