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## **Jockey Loses Weight while Packing on Pounds** ***Sizeable Food Drive Donation Scheduled for March 22***

Kenosha, Wis. (March 19, 2010) – Employees at the Kenosha, Wis. headquarters of Jockey International, Inc have somehow found a way to lose weight *and* pack on the pounds – all in the name of good health and good will.

As part of a corporate weight loss initiative, Jockey will present hundreds of pounds of food on a shipping scale at Jockey’s shipping dock to the Shalom Center, which provides emergency food and shelter to the Kenosha community.

Jockey employees have been collecting the non-perishable food items over the course of two weeks to amass the donations for the Shalom Center of the Interfaith Network in Kenosha. All items will be donated on March 22 at 9am at Jockey’s corporate offices.

The food drive is in conjunction with Jockey’s Weight Loss Challenge, a 12-week employee well-being initiative aimed at healthy weight loss.

“We are proud to contribute to the positive work the Shalom Center is doing in the Kenosha community,” said Debra S. Waller, Chairman and CEO of Jockey International, Inc. “We’ve had a long history of working with the Shalom Center and know well the positive impact they make on people’s lives. Jockey is committed to satisfying the human need for comfort, and that goes for our customers, our employees and those less fortunate.”

Jockey’s Weight Loss Challenge, which runs from January through April 2010, has a total of 121 employee participants composing 15 teams. By the eighth week of the Challenge, participating employees had lost a total of 792 pounds for an average of 6.5 pounds per participant.

The food drive is the fifth of six integrated competitions built into the Weight Loss Challenge in which all teams participate. The competitions are each intended to have a positive outcome and maintain interest in the overall program. The food drive challenge is the first in the series of competitions to have a philanthropic characteristic.

Other challenges focused on enhancing personal health knowledge and encouraging healthy activities, all of which are easily applicable to various lifestyles. Jockey’s Weight Loss Challenge program also includes informative health seminars, weekly news letters with eating and exercising tips, as well as weekly team weigh-ins to encourage team unity and support.

The Shalom Center was the chosen beneficiary because it is equipped to handle large quantities of food, supplies food to those in need, and has a long history with Jockey International.

“We at the Shalom Center value our ongoing partnership with Jockey International and appreciate this significant donation of food at a time when the demand on our food pantry is as high as ever,” said Dan Melyon the Executive Director of the Shalom Center.

***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 major department and specialty stores in more than 120 countries around the world. With headquarters in Kenosha, Wisconsin, Jockey is committed to quality, comfort, fashion and innovation. As Jockey grows, the simple commitment to serve our consumers’ needs continues to be our company’s hallmark. Need more Jockey in your life? Shop us at [Jockey.com](http://Jockey.com), call us at 1-800-JOCKEY-1, fan us at <http://www.facebook.com/jockey>, follow us at [Twitter.com/Jockey](https://twitter.com/Jockey) and enjoy our videos at [YouTube.com/Jockey](https://YouTube.com/Jockey).

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