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## **Jockey Launches “Smart Fabric” Program** *Jockey® Stay Cool Collection Featuring Outlast® Technology Introduced*

Kenosha, Wis. (May 14, 2010) – [Jockey International, Inc.](http://www.jockey.com), is pleased to announce a product platform called “Smart Fabric,” featuring technologically-advanced products. The first Jockey® Smart Fabric offering is the spring 2011 collection of men’s and women’s underwear tops and bottoms called Jockey® *Stay Cool*. The Jockey *Stay Cool* fabric features body temperature absorbing molecules developed by Outlast Technologies, Inc., originally for the aerospace industry and NASA. Outlast® technology is designed to help keep wearers more comfortable. Jockey is the first company to market both women’s and men’s underwear treated with Outlast technology to the U.S. market.

Three degrees can be the difference between too hot and just right. The Jockey® *Stay Cool* Powered by Outlast collection helps lower the outer temperature of the skin’s microclimate by as much as three degrees to help the wearer stay in their comfort zone.

“Jockey has forever emphasized innovation,” said Jockey President and Chief Operating Officer Ed Emma. “From our invention of the world’s first men’s brief to this incredible new Jockey® *Stay Cool* collection, our focus on developing new products to exceed consumer needs and desires is part of Jockey’s DNA. This really takes underwear to the next level, and we believe that our customers will absolutely love it.”

The Jockey® *Stay Cool* Powered by Outlast collection includes men’s and women’s products. The women’s line features a cotton spandex fabrication in reversible (v-neck or crew-neck) top and bikini brief silhouettes, offered in white, ivory, black, coral, pale pink and pale blue. Packaged women’s tops will retail for two for \$21, and bottoms will be priced at \$21 for three pairs. The men’s line features cotton fabrication in a v-neck t-shirt and boxer brief silhouettes, available in gray, marine blue, black and white. Packaged men’s t-shirt and boxer brief will be listed at three bottoms for \$27 and two tops for \$27.

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The collection will be available at [Jockey.com](http://Jockey.com) and select retailers as early as March 2011.

Jockey's new Smart Fabric platform is especially reserved for garments that utilize technologies that promote the product's life span, appearance, comfort and/or performance. These innovative everyday garments are the perfect combination of science, proven quality, comfort and style.

Originally developed for NASA to help balance temperature fluctuations in space, Outlast technology incorporates Phase Change Materials (PCMs). PCMs can absorb, store and release heat while the material changes from solid to liquid and back to solid, a process known as a phase change. Outlast Technologies' microencapsulated PCMs (mPCMs) are called Thermocules™, which help create a microclimate of comfort between the skin and your garment by regulating temperature and reducing sweat. Outlast technology is applied to Jockey® *Stay Cool* fabrics as a topical finish before the fabric is cut and sewn into garments.

Outlast was inducted into the Space Hall of Fame in 2005 and is the only Space Certified Technology in the apparel market. Outlast is a worldwide pioneer in developing temperature-regulation technology. Outlast technology has been used successfully in apparel, footwear, bedding, medical product and industrial applications.

***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](http://YouTube.com/Jockey).

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