

## **Jockey to Celebrate Reopening & Relocation of Kenosha Factory Store**

### ***NFL Quarterback Tim Tebow to Make Appearance***

Kenosha, Wis. (May 25, 2011) — [Jockey International, Inc.](#) will open its doors to the new 6,000 square-foot Jockey Factory Store at 5500 Sixth Avenue in Kenosha, Wis. in time for the Memorial Day weekend, culminating with a ribbon-cutting ceremony at the store on May 31 featuring a special guest: NFL quarterback and Jockey spokesman, Tim Tebow.

Please join us on May 31 for great opportunities to speak with Jockey executives and photograph one of the NFL's biggest stars, Tim Tebow. Tebow's biography, *Through My Eyes*, hits shelves on May 31, and 15 lucky drawing winners will go home with an autographed copy. Other drawing prizes include a Tebow-autographed football and Jockey gift cards. The first 500 guests at the store will receive coupons redeemable for a Jockey goody bag.

#### Event schedule:

- (5-5:20) Drawings announced, signups begin, coupons distributed.
  - Tebow-autographed biographies, football and Jockey gift cards among drawing prizes
  - First 500 guests receive coupons redeemable for goody bag
- (5:20-5:30) Jockey executives & Tim Tebow speak at storefront, followed by ribbon cutting
  - Tebow will cut ribbon (banner that looks like giant Jockey waistband) with very large apparel shears
- (5:30-6:15) Tebow shakes hands, poses for photos at branded wall
  - Consumers should bring/use their own cameras
- (6:20-6:45) Tebow announces drawing winners, signs books for winners

#### Photo Opps:

- Ribbon cutting (giant Jockey waistband) – Tebow will cut the ribbon with oversized apparel shears, flanked by Jockey executives & Kenosha dignitaries
- Tebow greeting and posing with fans in store
- Tebow announcing drawing winners, autographing copies of his book (which hits shelves on same day)
- Store décor: adorned with historic advertisements, factory scenes and vintage sewing machines

The new Jockey Factory Store offers everyday savings of 30-75% off, and guests checking in using Facebook Places at the Jockey Factory Store will receive additional savings for the Memorial Day weekend.

In addition to offering a wide range of Jockey's regular product line at discounted prices, the new Jockey Factory store will offer a unique assortment of value and closeout merchandise, unavailable at other Jockey stores.

The new store replaces Jockey's 39<sup>th</sup> Avenue Closeout Center (4200 39th Av), which had served the Kenosha area since 1977. This exciting new retail space on Sixth Avenue offers views of Kenosha's harbor and Lake Michigan, and includes décor and memorabilia that reflects the rich, 135-year history of the Jockey brand and the Company's longstanding relationship with Kenosha. Jockey's presence in the Kenosha community dates back to 1892.

Jockey shares the store's building and lease with the Kenosha Area Business Alliance (KABA), who will operate from the building's second floor.

Jockey signed Tim Tebow as a company spokesman in July 2010. Tebow is a quarterback for the Denver Broncos and was the first college sophomore to win the Heisman Trophy while at the University of Florida. Until recently, Tebow's jersey was the best-selling of all NFL jerseys. In addition to winning the Heisman Trophy, Tebow's college performance earned him the Maxwell Award as the nation's top college football player, the Davey O'Brien Award as the nation's best college quarterback and the James E. Sullivan Award as the nation's most outstanding amateur athlete in any sport.

***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](http://Buzz.Jockey.com). Shop at [Jockey.com](http://Jockey.com), call us at 1-800-JOCKEY-1, like us at [facebook.com/jockey](http://facebook.com/jockey), follow us at [Twitter.com/Jockey](http://Twitter.com/Jockey), read our blog at [Blog.Jockey.com](http://Blog.Jockey.com), find job opportunities at [LinkedIn.com/Jockey-International-Inc](http://LinkedIn.com/Jockey-International-Inc) and enjoy our videos at [YouTube.com/Jockey](http://YouTube.com/Jockey).