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Survey Finds Most American Women own Underwear they Refuse to Wear
Jockey Launches the Supersoft Collection to
Answer Women's Demand for More Comfortable Underwear

Kenosha, Wis. (June 10, 2010) – A new survey by [Jockey International, Inc.](#) demonstrates that women desperately need comfortable undies – and Jockey has responded with the [Jockey® Supersoft collection](#). The survey reveals that more than half (57%) of American women have underwear in their drawers that they have not worn in the last year.

And it's not just one pair they shy away from. Of these ladies, nearly three in five (59%) admit to having up to six pairs of underwear they haven't slipped on in the last 12 months. When you tally that up, it means that hundreds of millions of pairs of underwear are just sitting in drawers, taking up space.

Perhaps their drawer of unmentionables is filled with a few too many uncomfortable undies, as a whopping 84 percent of women rate comfort as the single most important underwear feature.

Understanding the demand for more comfortable panties, Jockey has introduced a new collection that will transform women's underwear drawers. The new [Jockey® Supersoft collection](#) offers two styles of women's bottoms that are designed to give the wearer incredible comfort, all day long.

Garments in the [Jockey® Elance® Supersoft line](#) and the [Jockey® Classics® Supersoft line](#) are made from a light, luscious MicroModal® and spandex fabrication, which feels softer than cotton and cool to the touch.

Perfect for everyday wear, the plush leg and waistband bindings are stitched to sit flat and stay comfortable. The [Jockey® Supersoft collection](#) offers timeless style, excellent fit and above all, exceptional comfort.

“Every woman searches for soft and comfortable undergarments,” said Sally Tomkins, senior vice president of Design, Research and Development at Jockey. “With the introduction of Jockey Supersoft, her search is over. The collection is the epitome of comfort and softness, and the styling around the waistband and legs keeps the garment smooth and sleek under all fashions.

We think that Jockey® Supersoft is so comfortable, it will immediately become her favorite pair.”

To celebrate comfortable underwear, Jockey will be giving away free Supersoft undies. Follow [@Jockey](#) for more on the Supersoft Twitter promotion launching June 16.

The Jockey® Elance® Supersoft line offers three-packs in Brief, French Cut or Bikini styles, each with a suggested retail price of \$21. The Jockey® Classics® Supersoft line offers three-packs in French Cut or Bikini styles, each with a suggested retail price of \$21. Both lines are available at [Jockey.com/Supersoft](#), 1-800-JOCKEY1 and various fine retailers.

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Survey Methodology

The Jockey Survey was conducted by Kelton Research between May 12th and May 17th, 2010 using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the total U.S. population ages 18 and over. Margin of error: ±3.1 percentage points.

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](#), call us at 1-800-JOCKEY-1, fan us at <http://www.facebook.com/jockey>, follow us at [Twitter.com/Jockey](#) and enjoy our videos at [YouTube.com/Jockey](#).