



FOR IMMEDIATE RELEASE

CONTACT: Michael Shmarak, TPN
312.661.9999
Mo Moorman, Jockey
262.653.3027

TPN NAMED AGENCY OF RECORD FOR JOCKEY INTERNATIONAL

Kenosha, Wis. (Aug. 3, 2011) — Jockey International, Inc., a leading supplier and marketer of apparel products, today announced TPN as its U.S. agency of record (AOR) for integrated marketing communications. [Jockey](#) began an agency search in late April as it sought to find an agency partner to bring its brand to a new generation of consumers. The client-agency relationship is based upon the need for true creative accountability.

“Jockey is pleased to find an excellent partner in TPN,” said Dustin Cohn, senior vice president and chief marketing officer for Jockey International. “We were looking for an agency with strong strategic and creative talent, and we believe TPN will demonstrate these skills, as well as its ability to be collaborative, efficient and accountable.”

According to Cohn, TPN will partner with Jockey to develop fully integrated marketing plans and campaigns via brand strategy, advertising, digital, social media, retail marketing and promotion that specifically focuses on building brand relevance among a broader target of consumers and shoppers. “TPN’s approach from a retail-out and shopper’s vantage point affords them the ability to help us develop new strategies to achieve our growth and brand objectives,” stated Cohn.

“TPN’s integrated marketing practice understands where and when consumers are making the decision to buy a brand, and how to communicate with shoppers to engage and convert them to buyers,” said TPN’s Sarah Cunningham, Vice President of Account Service who has led the Jockey efforts on behalf of TPN.

“TPN is proud to partner with such a strong heritage brand like Jockey, a pioneer that continues to bring innovation to its category,” said TPN’s CEO, Sharon Love.

Blamer Partnership consulted with Jockey in the selection of TPN. It also oversaw the compensation discussions and negotiations under Blamer Partnership's Accountability Pricing TM model.

About Jockey International, Inc.

[Jockey International, Inc.](#) is a privately held company, founded in 1876. Today, Jockey is a leading supplier 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. Shop at Jockey.com, call us at 1-800-JOCKEY-1, like us at Facebook.com/Jockey, follow us at Twitter.com/Jockey, read our blog at Blog.Jockey.com, find job opportunities at LinkedIn.com/Jockey-International-Inc and enjoy our videos at YouTube.com/Jockey.

About TPN (www.tpninc.com)

TPN is a leading brand-centric retail marketing agency with offices in New York, Chicago, Los Angeles and Dallas. The agency takes an intellectual and experienced approach to applying its core disciplines (shopper marketing, customer-specific marketing, consumer promotions and environmental design) to help global brands and retailers to build brands and close sales. Its roster of clients includes 7-Eleven, PepsiCo, The Hershey Company, Bank of America, Cricket Wireless and The Clorox Company.

TPN is a part of Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com), a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising; strategic media planning and buying; interactive, direct and promotional marketing; public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

###