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**Survey Finds Most American Women Longing to be Surprised with More of Life's Luxuries**

*Jockey Launches Luxe Collection and "Random Acts" Campaign to Fulfill Women's Need for More of the Good Things in Life*

Kenosha, Wis. (Sept. 16, 2010) – From shopping to beauty treatments, women want more of the good things in life. However, a new survey by [Jockey International, Inc.](#) found that many ladies aren't pampering themselves in these difficult economic times, especially when it comes to buying new clothing and getting beauty treatments. Jockey has responded with the launch of the Jockey® No Panty Line Promise® Luxe collection and nationwide "Random Acts of Luxe" campaign including a [Canyon Ranch® Spa Sweepstakes](#).

The survey revealed that nearly six in ten American women (57%) have struggled to purchase new items to slip on, such as undergarments or dresses. Women are also missing out on basking in their favorite beauty treatments with two in five (40%) admitting the economy has made it tough to get their hair styled as frequently as they'd like, and that spa treatments such as manicures, pedicures, massages, and facials have taken a backseat as well. With so many women cutting back on life's little luxuries, the survey finds most (66%) would like to be surprised with such an enjoyable gift.

"We understand that the women of America need a little more of the good things in life," said Sally Tomkins, senior vice president of Design, Research and Development at Jockey. "With Jockey® No Panty Line Promise® Luxe, we are introducing a new collection that will add affordable luxury and indulgence to every day."

The new Jockey® No Panty Line Promise® Luxe collection offers three styles of women's bottoms and a matching camisole that boast a lavish thread count and Jockey's lightest fabric yet. Garments are made from a luxurious microfiber nylon and spandex blend that offers the wearer the line-free confidence of Jockey® No Panty Line Promise® styles, combined with the smoothness and comfort of ultra-light fabric. All garments in the collection also feature a double lined front for modesty and a more polished appearance.

## **Random Acts of Luxe Campaign**

To support the launch of the Jockey® No Panty Line Promise® Luxe collection, Jockey is announcing the Random Acts of Luxe Campaign. Elements include:

- **Spa Vacation Giveaway:** For the ultimate luxury experience and pampering, consumers can enter for a chance to win a four-night spa vacation for two at renowned Canyon Ranch®, located in Tucson, Ariz. and Lenox, Mass. The sweepstakes runs through Oct. 31, 2010. For more information and to submit an entry, please visit [www.JockeyPreferredSeating.com](http://www.JockeyPreferredSeating.com).
- **Spa Drop Ins:** To add even more luxury and pampering to women's lives, Jockey will be hitting the streets in cities across America to fulfill women's desires for a pleasant surprise. Jockey will be dropping into spas across the country and covering the costs of spa treatments for all lucky spa goers present at that time and giving each free Jockey® No Panty Line Promise® Luxe underwear.

“Every woman deserves to be pampered but we know they can't always afford to do so” said Tomkins. “With the introduction of Jockey® No Panty Line Promise® Luxe and the *Random Acts* campaign, we really wanted to give women a special treat by adding a little luxury – and a few big surprises – to everyday life. The Luxe collection is so smooth and light, it will leave you feeling spoiled, but without the guilt.”

The Random Acts of Luxe Campaign will kick off Oct. 18, 2010 and run through Oct. 29, 2010. Planned city stops include Boston, Chicago, Denver, Miami and San Francisco. Starting today, U.S. residents can also nominate their city to be the sixth lucky tour stop by visiting the Jockey Facebook page at [www.facebook.com/Jockey](http://www.facebook.com/Jockey) and submitting their city to be included in a Facebook poll that will determine the winner.

The Jockey® No Panty Line Promise® Luxe line is available in multiple colors and includes a camisole with a suggested retail price of \$22, as well as bikini, hi cut and hip brief underwear styles, each with a suggested retail price of \$9.50. All are available at Jockey.com, 1-800-JOCKEY1 and various fine retailers.

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***Survey Methodology***

The Jockey Survey was conducted by Kelton Research between August 27 and September 1, 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:  $\pm 3.1$  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](http://Jockey.com), call us at 1-800-JOCKEY-1, fan us at [Facebook.com/jockey](https://www.facebook.com/jockey), follow us at [Twitter.com/Jockey](https://twitter.com/Jockey) and enjoy our videos at [YouTube.com/Jockey](https://www.youtube.com/Jockey).