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Jockey Holiday Catalog Sports Tim Tebow for First Time Famed sportsman & Jockey spokesman will model Jockey® Classics collection

Kenosha, Wis. (Oct. 25, 2010) – For the first time, pro football quarterback Tim Tebow will be found in the pages of [Jockey's holiday catalog](#), which will be available November 1, 2010.

[Jockey International, Inc.](#) made big news in July when the Company announced that it had signed [Tebow as a spokesman](#).

Tebow, a college football superstar and first-round NFL draft pick who has fans that go far beyond his Denver team, will be featured in Jockey's holiday catalog modeling the men's [Jockey® "Classics" collection](#).

Consumers interested in having a catalog shipped to them at no charge can request a catalog at <http://www.jockey.com/RequestCatalog>. Catalogs are also available for online viewing at <http://www.jockey.com/BrowseCatalogOnline1.aspx>.

The Jockey holiday catalog is unique not only due to Tebow's inaugural appearance, but also because the catalog provides a preview to three new lines currently only available at Jockey.com and Jockey outlet stores:

- The men's Jockey® "Signature" boxer shorts are available in woven or knit styles and offer eye-popping colors and prints, perfect for all-day wear or lounging
- The men's Jockey® "Seamfree" collection brings smooth, seamless microfiber fashion to four styles of bottoms, as well as short- and long-sleeve t-shirts
- The women's Jockey® "Flora" collection offers delicate details and feminine prints on a microfiber cami, tanga, chemise and thong

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November is National Adoption Month, and Jockey will celebrate this by passing 1% of all November catalog and online sales to [Jockey Being Family](#), Jockey's cause initiative designed to support post-adoption services.

Jockey will continue to use Tebow to advertise its Jockey® "Classics" collection through the remainder of 2010, and will feature the athlete prominently in a campaign for the upcoming [Jockey® "Staycool" collection](#), which launches in spring 2011.

Fans can see more of Tim Tebow at facebook.com/jockey where photos, videos, downloads and more are available. To learn more about the Jockey-Tebow partnership visit <http://buzz.jockey.com/tim-tebow-july-2010>.

Tim Tebow was a first round NFL draft pick in 2010. In college he won two national championships and was the first sophomore to win the Heisman Trophy. He also was a two-time winner of the Maxwell Award as the nation's top college football player, as well as the winner of 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 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 facebook.com/jockey, follow us at Twitter.com/Jockey and enjoy our videos at YouTube.com/Jockey. Jockey operates 100 stores nationwide; Visit jockey.com/stores for locations.

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