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Jockey Announces New Partnership with Komar Layering

Kenosha, Wis. (Oct. 25, 2011) – [Jockey International, Inc.](#) announces a licensing partnership with [Komar Layering](#), a division of [Komar](#) and a leader in the thermal underwear category. Komar Layering will be Jockey’s exclusive licensee for men’s and women’s thermals and layering apparel.

Products from the new partnership will ship August 2012 for the fall 2012 season. Items planned for the launch season collection include:

- Innovative Smart Thermals with thermal modulating Outlast technology
- Unique solutions based tops and leggings
- Modern silhouettes with Jockey signature details

“The collaboration between Jockey and Komar Layering is a compelling combination,” said Milou Gwyn, Jockey vice president of domestic licensing. “Komar Layering has tremendous strength in sourcing and design. Their consistent success at retail speaks to the level of excellence that they deliver season after season.”

“We are very excited to be collaborating with Jockey and establishing a long-term relationship with this iconic brand,” said Komar Layering President Mark Sandler.

Jockey’s thermal underwear license was previously held by Appareltex until recently, as the company’s owner has decided to pursue a different business model. All aspects of the fall 2011 season will be executed by Appareltex.

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](https://twitter.com/Jockey) and enjoy our videos at YouTube.com/Jockey.

About Komar Layering

Komar Layering, a division of Komar, designs, produces and distributes an array of warm layers including leggings, tanks, crew necks and v-necks for women, men and kids; Cuddl Duds® is the flagship brand. Komar is a consumer products company, specializing in the design, marketing, sourcing and distribution of sleepwear, loungewear, intimates, underwear, layering and lifestyle products. The company is an industry leader across a diverse range of competitive retail categories. Komar is proud to represent over 100 lifestyle brands and licenses through their retail partners, who sell worldwide at every price point. Komar brands and licenses include DKNY, Donna Karan, Lauren Ralph Lauren, Oscar De La Renta, Jockey, Betsey Johnson, Kensie, OnGossamer, Eileen West, Ellen Tracy, Anne Klein, Carole Hochman, Lanz of Salzburg, University of Couture, St. Eve, Tommy Bahama, Disney, Barbie, Hershey's, Cuddl Duds® and Lotta Luv™. Established in 1908, Komar is a global organization with a personal approach and an entrepreneurial spirit. Its track record of growth is rooted in the principles 'do more, do better and always do good.' For more information, visit www.komarbrands.com.

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