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JOCKEY™ BETS \$1 MILLION ON TIM TEBOW TO WIN FOOTBALL'S BIGGEST GAME

Jockey celebrates with fans by launching the \$1 Million "Super" Challenge

Kenosha, Wis. (December 15, 2011) – Today, Jockey International, Inc. launches the [Jockey \\$1 Million "Super" Challenge](#) sweepstakes, betting that pro quarterback and Jockey spokesman, Tim Tebow and his team will win football's championship game on February 5, 2012. The best part: When Tebow wins, fans win. If Tebow's team continues their hot streak and captures that hallowed trophy in Indianapolis, Jockey will celebrate by giving away \$1 million worth of Jockey product spread among 40,000 lucky fans. In addition, one lucky fan will win \$15,000 in honor of Tebow's lucky number 15.

"Tim has proven that he is a gifted athlete, a true leader and above all, a winner," said Jockey Chief Marketing Officer Dustin Cohn. "In fact, we at Jockey believe in Tim so much, that we're offering the chance to celebrate history in the making in a big way."

Fans can enter the sweepstakes online in two simple ways. Starting December 15, 2011, all customers who make a purchase on Jockey.com will automatically be entered for a chance to win. Consumers can also enter without a purchase by registering at [Jockey.com/Tebow](#). If Tebow's team wins the championship, Jockey will select 40,000 entrants to each receive a \$25 Jockey gift card, and one grand prize winner will be selected to win \$15,000 cash. The contest will run through February 5, 2012, or for as long as Tebow and his teammates are eligible to win the championship.

In honor of Tebow's amazing weekly performance en route to the championship game, Jockey is also giving fans even more reasons to celebrate with special weekly football-related discounts and promotions on all Jockey online merchandise. Check out Jockey on [Facebook](#) (facebook.com/Jockey) and [Twitter](#) (Twitter.com/Jockey) with the #IfTebowWins hashtag to stay up to date on all exclusive offers and other Jockey news.

Details and registration for the Jockey \$1 Million “Super” Challenge can be found at Jockey.com/Tebow.
Jockey product is available for purchase at Jockey.com.

Jockey signed Tim Tebow as a company spokesperson in July 2010, and the company has featured Tebow in a variety of marketing vehicles, including special events, television ads, billboards and print advertisements.

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 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.

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