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## **Pro Football Quarterback Tim Tebow Signs with Jockey**

*Former College Gridiron Star and Heisman Winner to Endorse Jockey*

Kenosha, Wis. (July 27, 2010) – [Jockey International, Inc.](http://www.jockey.com) today announced that pro football quarterback Tim Tebow has agreed to a multi-year contract in which Tebow will serve as a Jockey spokesperson beginning in July, 2010.

“Tim is a highly gifted athlete with a positive attitude and an admirable character,” remarked Jockey Chairman and CEO Debra S. Waller. “We at Jockey see a very bright future with Tim, and believe that he is an excellent representative for the brand. Tim is genuine, smart and driven and those qualities align well with Jockey. We look forward to building a long and collaborative relationship with him in the coming years.”

“I’m excited to represent the Jockey brand and to work with such an innovative company,” said Tebow. “I’ve long been a fan and consumer of Jockey, and think they make a quality product with a great fit. I’m looking forward to a great relationship with such a respectable company.”

Tebow will work with several of Jockey’s lines, including the Jockey® “Staycool” collection, which launches in spring 2011. Tebow will be featured in Jockey’s catalog, TV and print advertisements and on [jockey.com](http://www.jockey.com). Jockey and Tebow will also collaborate on unique content for social media platforms.

Tim Tebow was a first round NFL draft pick in 2010. In college he won two national championships and was the first ever 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](http://www.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](https://www.youtube.com/Jockey).