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FOR IMMEDIATE RELEASE

It's Tebow Time: Jockey™ Survey Reveals What Americans Think about Tebow versus Brady

Jockey Bets \$1 Million that Tim Tebow Wins the Championship Title in February

Kenosha, Wis. (January 12, 2012) – Jockey International, Inc. is putting up \$1 million of underwear that says Jockey spokesman Tim Tebow will bring home a championship trophy this February. But first, Tebow's team has to get through Tom Brady's. The Tebow-Brady quarterback comparisons are inevitable leading up to Saturday's highly anticipated match-up, even down to their unmentionables.

According to a new survey of 1,000 Americans commissioned by [Jockey International, Inc.](http://JockeyInternational.com), more than half of respondents (54 percent) are rooting for Jockey spokesman Tim Tebow to lead his team to victory this Saturday. But it's not only what's on the field that counts. When asked which of Saturday's quarterbacks they would rather see in his underwear, 44 percent of respondents said they would like to see Tebow in nothing but his skivvies! Brady just edged out Tebow with 57% of the vote, but that's an impressive showing for a second-year QB up against a veteran football player and frequent model.

Additional Survey Findings:

- **It's Tebow Time:** When asked who they were rooting for on Saturday, 54 percent of respondents to a Jockey poll said they'd be cheering for Tebow to pull out a victory.
- **Running the Table:** Can Tebow take his team all the way? Fifty-seven percent believe Tebow has a chance of leading his team to a championship title in February. And forget the football pundits: Tebow is a lock for the ladies' vote with nearly three-quarters (65%) of the females believing he can go all the way.

Both America and Jockey are betting pro quarterback and Jockey spokesman Tim Tebow will win football's championship game on February 5, 2012. If Tebow's team captures that hallowed trophy in Indianapolis, Jockey will give 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. Fans can enter the sweepstakes online by:

- Making a purchase on Jockey.com between now and February 5 to automatically be entered to win.
- Entering without purchase by registering at Jockey.com/Tebow.

The contest will run through February 5, 2012, or for as long as Tebow and his teammates are eligible to win the championship. See Jockey.com/Tebow for Official Rules and additional details.

"Whether you're a football fan or not, one thing is certain: Tim Tebow has truly captured America's attention," said Jockey Chief Marketing Officer Dustin Cohn. "Jockey is thrilled to support Tim, in more ways than one, as he takes the nation by storm with his leadership, enthusiasm and perseverance. We look forward to giving away \$1 million in free Jockey product to celebrate his Championship win."

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.

Survey Methodology

The 2012 Jockey International Tim Tebow Poll presents the findings of a TolunaQuick online survey conducted January 10, 2012 among a sample of 1,000 American adults 18 years of age and older belonging to the Toluna.com community.

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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