

Underwear Icon Jockey Raises Funds and Awareness for National Adoption Month

Kenosha, Wis. (Nov. 6, 2007) -- Many people take for granted the security that comes with having a loving family. However, for the estimated 118,000 children in the United States public foster care system awaiting adoption, the comforts of home is only a dream.

In 2005 Jockey International, Inc., the privately held, family-owned and operated apparel company, created a way to help those dreams become a reality by founding Jockey Being Family™ to support adoptive families for successful futures.

This November, in recognition of National Adoption Month, Jockey Being Family will donate 100% of the net proceeds from the sale of every Jockey Being Family teddy bear and lapel pin to the Debra Steigerwaldt Waller Foundation for Adoption. The Foundation supports organizations that provide post-adoption services.

The Jockey Being Family teddy bears and lapel pins are available at the more than 100 Jockey stores across the U.S., online at Jockey.com and at JockeyBeingFamily.com and via Jockey Person to Person, the company's home party program. Purchases of the bear and pin are not tax deductible.

"Adoption is more than just a milestone, it's a life-long journey that requires support," said Jockey's Chairperson and CEO Debra S. Waller. "At Jockey, we hope to contribute by raising awareness and offering the resources that newly adoptive families need to remain strong."

Learn more about Jockey Being Family, Jockey's commitment to support adoptive families, at www.jockeybeingfamily.com. To Learn More about the Debra Steigerwaldt Waller Foundation for Adoption, please call 1-800-562-5391 (weekdays 8:00 a.m. - 5:00 p.m. Central).

You can always shop Jockey your way: online at www.shopjockey.com; by phone at 1-800-Jockey-1 to talk to a personal shopper; or check out Jockey Person to Person® to experience Jockey's newest home party business at www.jockeypersontoperson.com.

About Jockey Being Family

Jockey Being Family is Jockey's corporate citizenship initiative dedicated to strengthening adoptive families for successful futures. Jockey International, Inc., launched Jockey Being Family in 2005 to raise awareness of the need for enhancing post-adoption services. Adoption is a lifelong journey, and Jockey's goal is to provide support to adoptive families, helping them become "forever families." Visit www.jockeybeingfamily.com to learn more.

About Jockey International, Inc.

Jockey International, Inc., is a privately held company, founded in 1876 by Samuel T. Cooper, a retired minister who wanted to help lumberjacks suffering from blisters and infections caused by their shoddy wool socks. Consumers learned they could trust him, and his tiny hosiery business grew and then expanded into underwear. Today, Jockey International, Inc., is a leading manufacturer and marketer of comfort apparel products sold in major department and specialty stores across the country. The products are also available in more than 120 countries around the world. Located in Kenosha, WI, the 131-year old company is committed to quality, comfort, fashion, innovation and value. As Jockey grows in size and sophistication, the simple commitment to serve its consumers' needs continues to be the company's hallmark. Consumers can visit Jockey on its Web site at www.jockey.com.