



NEWS RELEASE
For Immediate Release

**Jockey Continues Partnership with Outlast Technologies:
Launches Jockey® Smart Thermals**

Long underwear for both men and women to help reduce overheating and prevent chills

Boulder, CO - December 20, 2011 -- Outlast Technologies, leader in heat management, announces the continuation of its partnership with Jockey International, Inc. Jockey has expanded its Outlast® technology offering to now include Jockey® Smart Thermals. The new Jockey® Smart Thermals follow the successful product launch of the Jockey® staycool collection of men's and women's undergarments, introduced to the market in the spring of 2011. A collaboration between the two companies has resulted in end products that have the quality and style consumers have come to expect from Jockey® products with the added benefit and comfort of Outlast® technology.

“Jockey’s loyal customer base embraced the launch of the Jockey® staycool line with open arms and the product garnered new customer interest,” said Heather Manuel, Outlast North America sales and marketing director. “The expanded product line with Jockey® Smart Thermals showcases the versatility of Outlast® technology to increase the value-add of a product, regardless of the season.”

Outlast® technology uses phase change materials (PCMs) that absorb, store and release excess heat to maintain optimal external body temperature. The technology in the Jockey® viscose fabric creates a microclimate of comfort between the skin and the garment to help reduce overheating that ultimately reduces perspiration which can lead to chills. Additional features of the Jockey® Smart Thermals include a body-hugging fit for layering and a plush back waistband for added comfort.



Jockey® Smart Thermals retail for \$38.00 - \$48.00 (each piece).

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Both the Jockey® Smart Thermals and Jockey® staycool lines are available at www.jockey.com, 1-800-JOCKEY1, Jockey-branded outlet stores and various fine retailers across the U.S. and Canada.

ABOUT OUTLAST TECHNOLOGIES, INC.

Outlast Technologies, Inc., a privately held U.S. corporation, is the worldwide leader in phase change materials and applications. Outlast® technology is the heat management technology originally developed for NASA that enables any textile to absorb, store and release heat. Outlast® technology pro-actively responds to changes in skin temperature to manage heat and reduce moisture for everyday comfort. For over 20 years, Outlast has been committed to the development of new fibers, fabrics and coatings incorporating phase change materials, expanding the use of Outlast® technology across more than 200 brands and a multitude of products in apparel, footwear, bedding, packaging and labels and accessories. For more information, please visit www.outlast.com. Like us at facebook.com/OutlastTech and follow us at Twitter.com/OutlastTech.

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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