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UNDER EMBARGO UNTIL May 6, 2014

NEW YORK ICON “THE NAKED COWBOY” OFFICIALLY CHANGES HIS UNDERWEAR TO FRUIT OF THE LOOM’S REINVENTED BOXER BRIEFS

Times Square Legend Celebrates new “No Ride-Up Leg,” Power of Positivity During Launch of Fruit of the Loom’s Latest Innovations

BOWLING GREEN, KY, May 6, 2014 -- Fruit of the Loom announced today that famed American street performer The Naked Cowboy® is officially changing his iconic underwear from standard briefs to Fruit of the Loom’s all-new Reinvented Boxer Brief. The New York City icon will be rocking his boxer brief look – with all-new features such as the “no-ride-up leg” – today, May 6, in his outpost at Times Square while treating fans to free samples of Fruit of the Loom® underwear.

Fruit of the Loom’s Reinvented Boxer Briefs come as a welcome upgrade for boxer-brief wearing guys everywhere. According to research conducted by the brand,¹ leg ride-up is the number one complaint among boxer brief wearers. To answer consumer demands and in accordance with the Fruit of the Loom’s brand promise of the relentless pursuit of better, the boxer brief has been reshaped to better contour to the leg, prevent ride up and stay in place all day long. The Naked Cowboy, who is famous for rocking out for fans while wearing only white briefs, will bring the new features of Fruit of the Loom’s Reinvented Boxer Briefs to life during today’s appearance in Times Square, and will even perform an all-new, custom song devoted to his new underwear look.

“At Fruit of the Loom, we pride ourselves on creating products that solve consumer needs. Men expressed their need for a boxer brief with legs that didn’t ride up, so we made it our mission to create a product that solved for that need,” said Scott Greene, Sr. Vice President of Brand Management for Fruit of the Loom. “With the updated Boxer Brief, men can start their day happy and confident knowing their underwear will stay in place all day long. And who better than The Naked Cowboy -- a man who relies on good underwear throughout his day – to be among the first to officially make the switch!”

The launch of the updated Boxer Briefs is one of the first new product releases under the Fruit of the Loom® Start Happy™ advertising platform, which debuted in October and celebrates the power of positive underwear. The brand also launched an all-new ladies’ cotton panty this spring; designed using similar consumer insights research to identify consumer needs, the reinvented cotton panty boasts new, extra-soft fabric, a ravel-free waistband and an incredible fit. Both products are featured in the brand’s national “Start Happy™” advertising campaign from Fruit of the Loom agency CP+B.

“When performing on the streets of New York wearing only my underwear, it’s important I feel confident. The fit and shape of the underwear is critical – they have to be just right,” said The Naked Cowboy. “I’m thrilled Fruit of the Loom has conquered the ‘no-leg-ride-up’ issue, which allows me to focus on what’s really important- - entertaining the people of New York City!”

¹ FOTL Consumer Insights; 2012 Boxer Brief IDI 8.10.12



In addition to partnering with The Naked Cowboy, Fruit of the Loom's new product launches will be supported through television, digital, social and out of home advertisements. During the week of May 5th, digital out of home advertisements will be featured on the NASDAQ tower in Times Square. On May 6, right in the heart of The Naked Cowboy's home, the NASDAQ tower will also feature real-time images of consumers posing with The Naked Cowboy in front of colorful undie cut-outs of the new men's boxer brief and ladies' cotton panty products.

For more information, please visit www.StartHappy.com. To join the social conversation, follow @FruitoftheLoom and use hashtags #StartHappy and #ChangeYourUnderwear.

About the Men's Updated Boxer Brief and the Ladies' Cotton Panty

Men's Boxer Brief

- Colors: White, Black, Gray and Assorted Colors and Prints
- Sizes: S – 2XL
- Availability: Wal-Mart, Kmart and Target
- Price: \$13.99/ 5 pack

Ladies' Cotton Panty

- Colors: Assorted Colors and Prints
- Sizes: 5-10
- Availability: Wal-Mart, Kmart and Target
- Price: \$8.49/6 pack

About the Free Underwear Giveaway in Times Square

Today, May 6th, from 10 a.m. to 4 p.m. in front of the NASDAQ tower at 42nd and Broadway in Manhattan, The Naked Cowboy will be giving away free pairs of Fruit of the Loom® underwear.

About Fruit of the Loom

Fruit of the Loom knows the power of positive underwear. That's why we've been helping families pull on a daily pick-me-up for over 160 years. We make colorful, smile-inducing, clothes with fits that won't quit. And we're wallet-friendly too. From hipsters to hoodies, boxers to bras, and sleepwear to socks, our clothes are made so you can grab the world by the waistband and start your day happy. For more information on Fruit of the Loom, visit www.fruit.com.

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