

## **Jockey Person to Person® Launches New Online Catalog**

*Direct seller launches newest catalog on their Web site for the first time*

**Kenosha, WI (Grassroots Newswire) February 28, 2007--** Jockey Person to Person, Inc., the direct sales division of Jockey International, Inc. just announced the launch of its latest resource to connect with their consumers. “Getting our products in front of more people is extremely important to the growth of our business,” remarked Jockey Person to Person Director of Product Management and Marketing, Bill Juenger. “Our products are truly incredible and it’s exciting to be able to showcase them online.” The catalog is accessible online at [www.jockeypersontoperson.com](http://www.jockeypersontoperson.com), giving visitors a chance to preview their entire product collection. Site visitors can flip through the virtual catalog as easily as a printed catalog.

Now in its second year in business, Jockey Person to Person continues to achieve significant milestones in marketing and product innovation. Leveraging the power of one of the most famous apparel companies in the world, the direct sales division of Jockey International, Inc. is continually reinventing home parties and creating a truly unique home-based business opportunity in the marketplace.

“The launch of the catalog on our site is such a significant step for us and greatly increases our exposure. We are very excited to offer our customers this new resource along with the opportunity to learn more about us,” Juenger said. “The online catalog was designed to create awareness, while giving our customers an even easier shopping experience.”

Jockey Person to Person, Inc. offers women across the country the opportunity to “shop” for some of Jockey’s best via a Comfort Specialist® consultant; “host” a fun evening with friends while receiving free products and discounts; and “earn” extra income by exploring a new career opportunity that is easy to balance with family life.