

Tommy John Underwear to Now Feature Dallas Cowboys Star
*The World's Most Comfortable Underwear Brand Launches Branded Product with The World's
Most Innovative and Valuable Sports Team*

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Tommy John, the premium men's underwear company, today announced a product line with the NFL's Dallas Cowboys that will see Cowboys branding featured on Tommy John underwear.

As a part of the partnership, Tommy John launched Dallas Cowboys men's underwear that is being sold in the pro shops at AT&T Stadium, the home of the Dallas Cowboys, select Dallas Cowboys Pro Shops, Fans United stores, online at www.tommyjohn.com/cowboys, as well as shop.dallascowboys.com. Tommy John's Cool Cotton and Second Skin Trunks and Boxer Briefs will be emblazoned with the famous Cowboys Star allowing fans to show their support for their favorite team, while being supported by premium underwear. In addition, Tommy John will be exposed to millions of devoted Cowboys fans through Cowboys digital and radio platforms as part of the partnership.

"The Dallas Cowboys are proud to partner with Tommy John to place a premium product inside not only AT&T Stadium, but also in our Dallas Cowboys Pro Shops as well," said President of Dallas Cowboys Merchandising Bill Priakos. "When looking for brands to partner with, we look to join together with companies with innovative and premium products to reach our fans, and we believe we've found that with Tommy John."

Since 2008, Tommy John has been disrupting the men's underwear industry by frankly highlighting the problems men face with their undergarments and providing solutions through their technologically advanced fabrics and innovative designs.

"Tommy John is proud to partner with one of the most influential sports team in the world," said Tom Patterson, founder and CEO of Tommy John. "Over the years, The Dallas Cowboys have proven themselves as the most ambitious and innovative sports franchise, not only in terms of technology, but in how the game is played and how they engage with their fans. We're excited to have the opportunity to support the Cowboys and their fans, and introduce them to a whole new world of comfort."

This announcement comes after Tommy John announced Kevin Hart as an investor in the company last month. Tommy John has grown 2.5 times year over year since 2014 and is on track to exceed \$100M in sales by 2018.

About Tommy John:

Tommy John is a premium menswear company committed to addressing the real problems men have with their undergarments. Each product contains proprietary fabrics, innovative fit and functionality that eliminates unnecessary adjustments, discomfort, untucking and bunching. Tommy John launched in 2008 with the world's ever patented undershirt with a stay tuck guarantee, and has since expanded into underwear, socks, casual wear and performance gear. Tommy John products can be found at Nordstrom, Dillard's, Bloomingdale's, over 100 premium men's stores, and online at www.tommyjohn.com.