



FOR IMMEDIATE RELEASE

THE BIG ADJUSTMENT

Tommy John Tackles Widespread Epidemic

New York, NY. (October 13, 2015) – Tommy John, the New York based brand that has been revolutionizing men’s undergarments, has launched a 60-second film that places a much-needed spotlight on the epidemic of men’s public “adjustments.”

Tommy John is on a mission to change the way men think about their undergarment choices. They are launching a new campaign that confronts a sight we all try to un-see. Created by Preacher, a creative agency based in Austin, TX, and directed by Guy Shelmerdine, “The Big Adjustment” captures men in public situations dealing with the universal and sometimes embarrassing issue of bunching, sagging and pinching undergarments. These true-to-life vignettes, set to the Sparks song “Angst in My Pants,” end with Tommy John underwear as the ultimate solution to this age-old problem.

“When we looked at the industry, we couldn’t understand why everyone was doing the same thing. Underwear and underwear advertising haven’t really changed since Marky Mark in 1992,” says Josh Dean, Head of Brand at Tommy John. “As a brand, Tommy John has never been afraid of being different and we wanted to talk about the uncomfortable truths affecting men and the world around them. By creating awareness that there is a solution to this problem, this campaign tackles a taboo topic in a humorous way.”

The film will be officially released online October 13th:

<https://www.youtube.com/watch?v=GYOGFaIC3co>

The launch of the film campaign coincides with a new brand website and packaging for the company, as well as series of new product launches over the coming months. Over the years, Tommy John has worked on perfecting its products and their performance, by implementing innovative features and new offerings such as its patented stay tucked undershirt and the horizontal “quick-draw” fly. Now, the company is ready to elevate the brand’s image to the high-quality standard of the products it sells.

“Tommy John started as a response to my personal frustrations with men’s undergarments and has grown into a nationally recognized brand,” says Tom Patterson, Founder & CEO of Tommy John. “We wanted the brand to match the quality and comfort of our products that we’ve had from day one. I’ve never been more excited about what we’re doing and our new mission to make men of substance feel comfortable to be their true selves.”

All Tommy John products can be found at Nordstrom, over 100 premium men’s stores, and online at <https://www.tommyjohn.com/>

About Tommy John

Founded in 2008 by Tom Patterson, Tommy John is the company committed to addressing the real problems men have with their undergarments. The first successful product launched by

Tommy John®

Tommy John was a patented undershirt that stays tucked in, while eliminating excess fabric. Over time the company added underwear, socks, T-shirts and loungewear to its offerings. Each product contains proprietary fabrics, innovative fit and functionality that eliminate unnecessary adjustments, discomfort, untucking and bunching.

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