

Tommy John®

Electronic Press Kit

No Adjustment Needed: The Tommy John Story

A history of the company that reinvented men's undergarments

In 2008, Thomas John Patterson, a medical device salesman from South Dakota, was fed up with how uncomfortable and non-functional all his undergarments were. His undershirts would stretch out, shrink, untuck, yellow and pill.

Though he had no experience in clothing design or manufacturing, Patterson decided the market demanded a better option so he set out to give men the undershirt they deserve.

Investigating this new territory of fashion, Patterson hit the streets and department stores asking regular guys, as well as clothing specialists, to share their thoughts about undershirts. He studied all the top brands, turning dozens of shirts inside out, measuring proportions and testing fabric blends to develop the perfect combination of fit, fabric, and function. The result was the reinvention of men's undergarments.

In 2009, Tommy John launched The Second Skin Collection, an innovative line of men's undershirts and underwear. The unique stretch fabric and form-fitting design ensures their US patented undershirt never rides up, bunches, and stays tucked in. By redefining the basics of men's wardrobes, Tommy John seeks to provide men with innovative solutions to age-old apparel problems.

Determined to see his dream become a reality, Tom cold-called Neiman Marcus and sent appropriate sizes to the buyer, her husband and several other men in the department. When Tom called to follow up, the buyer had already received requests from those who received samples for more, which prompted her to launch Tommy John into 15 locations. Nordstrom quickly followed and now the brand is carried in over 500 retail locations across the US.

Shortly after, his girlfriend, Erin, became involved more and more in the day-to-day aspects of their growing company and left her position at a software company to focus full-time on helping her boyfriend expand Tommy John. In 2010, Tom asked his partner, Erin, to marry him.

In 2012, after 18 months of prototyping and testing, they launched the new Quick Draw® Fly series of underwear that features a horizontal fly, 360-degree stretch fabric that prevents riding up and bunching during movement, and an anti-odor technology in the fabric. The same year also saw the debut of a new and improved series of the Second Skin Collection of undershirts that incorporated their patented Stay Tucked undershirts. For this collection Tommy John developed a patented "non-pilling" micro modal technology into their fabric also used for the underwear series.

The success of the undershirts pushed Tommy John to launch a collection of socks featuring the innovative technologies implemented for the shirts and underwear. The socks are lightweight, breathable, durable, thin, arch-supporting and feature the Invisigrip™ technology that allow the socks to stay-up and adjust from mid-to-over-the-calf.

Making a man comfortable in his own skin takes lots of layers, for this reason Tommy John has ventured into a collection of visible clothing; a series of T-shirts, loungewear and casual wear that incorporate all the traits of the undergarments in a stylish and trendy visible layer that won't shrink, wrinkle, pill or lose its shape.

Over the years Tommy John has moved its business from Southern California to New York City, where it

continues to prove itself as an innovative solution-oriented brand, finding new ways to implement revolutionary fabrics and designs to satisfy its loyal customers. Born to solve an existing personal problem, the products developed are all analyzed and tested down to the tiniest details keeping in consideration body shape, movement, perspiration, performance and durability. Tommy John offers men modern and functional undergarments that make them feel comfortable in their everyday lives from traveling to working out, taking care of the kids or just relaxing with friends. Reinventing the design of a basic garment like the undershirt, the underwear and socks, Tommy John has revolutionized from the inside out the way men dress and feel, giving them a new found confidence.

All Tommy John's products can be found in Nordstrom, men's specialty stores, and online at **www.tommyjohn.com**

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A Brief History

Tom John Patterson was a regular guy with a regular job.
It was an okay life, but he wasn't comfortable with okay.



2008
Tom Invented a revolutionary undershirt that stays tucked in and Tommy John is born.



2009
Product launched into Neiman Marcus and Nordstrom with record sales figures.



2010
Tom and his business partner (now wife), Erin, moved the company from California to New York City.



2013
Launched Second Skin Collection with patented, non-pilling micro modal fabric, and launched SleekHeat™ long underwear program



2012
Launched Quick Draw® Fly and Cool Cotton underwear program into retail.



2011
Product is sold through more retailers as the company is expanded.
New products are developed.



2014
Launched Stay Up dress socks and loungewear.
Howard Stern told his listeners that "Tommy John changed my life."



2015
Launched Essential Tee Shirts, Air underwear, and Sweats.
Received a US patent on the undershirt.
Unveiled first TV campaign 'The Big Adjustment'.



2016
Launched Performance Tees, and first print catalog.
Kevin Hart Invests in Tommy John.
Launched second TV campaign on The Undershirt.



The Big Adjustment: Film Stills



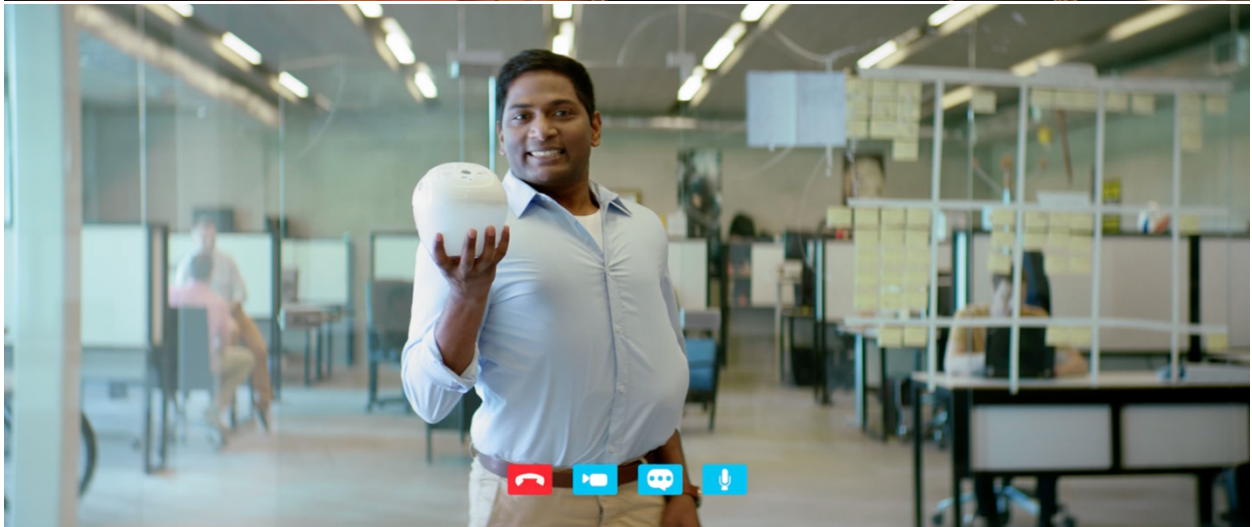
The Big Adjustment: Film Stills



Undershirt Undoing: Film Stills



Undershirt Undoing: Film Stills





THOMAS JOHN PATTERSON
FOUNDER AND CEO

Born and raised in South Dakota, Thomas John Patterson, studied at Arizona State University and became a medical device salesperson. In 2008, after years on the road as an unsatisfied consumer in need of more fitted and functional base layers, he founded Tommy John. He initially developed an innovative collection of undergarments made of propriety materials – patented stay tucked undershirts, non-bunching underwear and socks that never fall down.

Now Tommy John is recognized as an exciting menswear brand, ever expanding, and leading the way in terms of fit, fabric and functionality.

Tom lives in New York City with his wife and daughter. When he isn't busy solving men's undergarment problems, he can be found surfing, traveling or enjoying sports.



JOSH DEAN
CMO

Josh is a recognized leader in brand development with more than 15 years of experience working in both the UK and U.S. on award-winning campaigns for signature brands including Axe and Dove.

Josh has built his success by supporting innovative, purposeful brands. By creating unique engagement experiences and building meaningful relationships with consumers, Josh has helped drive long-term sustainable growth for brands.

After more than seven years at Unilever and one at Chobani as Vice President Brand Communications, Josh is now CMO at Tommy John. He leads all marketing and communication platforms helping elevate Tommy John to a men's lifestyle brand.

Josh lives in New York City with his wife and daughter. Outside of solving men's undergarment problems, he is an avid cook and enjoys running with his lively pup, Dudley.