

Jan. 22, 2010

DOCKERS® DEBUTS “MEN WITHOUT PANTS” TV SPOT DURING SUPER BOWL XLIV BROADCAST

Unique Partnership with Shazam® Allows Consumers to Tag the Commercial to Connect More Deeply with the Dockers Brand

SAN FRANCISCO (January 22, 2010) – The [Dockers®](#) brand is on a quest to reinvigorate khakis with the Dockers® “Wear the Pants™” global campaign that includes a 30-second television commercial debuting during CBS’s telecast of Super Bowl XLIV on February 7, 2010. The ad, titled “Men Without Pants,” is the brand’s first television commercial to appear during the Super Bowl broadcast since 2002.

Debuting on the “manliest” of days on the sports calendar, the commercial continues the rollout of an integrated global brand campaign that launched in December 2009 with a confident yet tongue-in-cheek platform that serves as a call to manhood while encouraging men to Wear the Pants™. The global campaign celebrates the reemergence of the khaki as the go-to versatile pant in a man’s wardrobe and encompasses broadcast, print, billboard, radio, social media, events and digital components.

The “Men Without Pants” ad makes a statement about modern masculinity, or lack thereof. The anti-anthem commercial dramatizes the ridiculous behavior of a group of men not wearing pants. These proud but childish men march through a field with purpose while singing “I Wear No Pants” and are interrupted with a notice to mankind: “Calling all Men - it’s time to Wear the Pants.” The takeaway of the ad is that men might see a glimmer of themselves in the pant-less parade and make the decision to “Wear the Pants,” both literally and figuratively.

“Our campaign is aimed at bringing khakis back into the forefront of the casual pants category,” Jim Calhoun, President, Dockers® brand. “The Wear the Pants” campaign has sparked a dynamic discussion around what it means to be a man to today. We’re confident our irreverent and humorous delivery of the message will resonate with men who are embracing a 21st century version of masculinity, one in which they can change a tire and a diaper.”

In early 2009, the Dockers® brand discovered a number of facts from credible sources that indicate men are facing challenges in modern society -- especially in the areas of education and employment. This information inspired the new “Wear the Pants” campaign. Just this month, new studies and articles have been published that suggest the Dockers® campaign has tapped into an emerging societal issue that is rapidly gaining attention among academics and the news media. The latest information includes a study from the Pew Research Center about the [rise of wives](#), a story in *The New York Times* about [men marrying wealthier women](#) and an NPR piece about the [Human Male: Still a Work in Progress](#).

The ad also marks a unique milestone in consumer mobile technology through an innovative partnership with Shazam®. Viewers who have Shazam® downloaded on their [smartphones](#) can tag the spot and enter to win a free pair of khakis, instantly purchase the original “I Wear No Pants” song by The Poxo Boggards, read about the “Wear the Pants™” campaign and more. The khaki giveaway runs from February 7 – 15, 2010.

After its debut, the ad will continue to run throughout 2010 on a variety of shows and networks including NBA on TNT, FX, Comedy Central and the Discovery Channel. The spot will also be viewable on [dockers.com](#) immediately following the Super Bowl debut.

The “Wear the Pants™” campaign and television commercial were created by the San

Francisco office of Draft/FCB. The song, "I Wear No Pants," was written by Los Angeles-based band The Poxo Boggards. The innovative integration of Shazam® was developed in partnership with Ignition Factory, a creative media specialty unit of Dockers® media buying agency OMD. Dockers® works with the Ignition Factory to develop breakthrough marketing concepts in media, technology and pop-culture and proactively find new ways to reach and engage consumers.

About the Dockers® Brand

The Dockers® Brand has embodied the spirit of khaki for more than 20 years. Since their introduction in 1986, Dockers® has been perfecting khakis—and the essential goods to go with them—for men and women all over the world. No compromises in quality. Just versatile, essential style. Day to night. Monday to Sunday. Wearing the pants has never looked so good. For information on Dockers® and its products, please call 1-800-DOCKERS or visit www.Dockers.com.

About DraftFCB

Draft/FCB West is a full-service marketing communications agency with offices in San Francisco, Seattle and Irvine. The agency provides services in advertising, media planning and buying, online marketing and web development, analytics, brand identity, design, and strategic brand consulting.

About Shazam®

Shazam® is the world's leading mobile music discovery application - enabling consumers to experience and share music with others across mobile devices and the Internet. Since its launch as the first mobile-specific service to help users discover new music seven years ago, over 50 million people have used the service. Shazam has created a new way for users to connect to each other through their music tastes and preferences.

Headquartered in London, England, Shazam's solutions enhance the music strategies of carriers in more than 150 countries, including AT&T, T-Mobile and Vodafone. It has deployed across multiple platforms such as iPhone, BlackBerry, Android, Symbian and Java.

The Shazam Tag Chart, generated by the company's mobile music recognition service, is constantly referenced by the music industry as a true indicator of market interest in pre-release material and a monitor of the hit potential of a track or artist.

Shazam's successes have been recognized through numerous awards, including the Mobile Entertainment Award for Best Music Service Provider.

For more information please visit www.shazam.com.

The Shazam name and symbol are trademarks of Shazam Entertainment Limited.

###

CONTACT:

Danny Kraus
415.440.0705
danny@grow-marketing.com