

SCRIPT -- Radio Spot



30-second Radio
Good Bet Riding

Jockey International Inc.

Macy's

Creative Director & Scriptwriter: Anne Schwab

AUDIO DETAILS	AUDIO
<p>Open:</p> <p>Audio: horses running on a track throughout the spot</p> <p>Audio: crowd cheering</p>	<p><i>[CUE MUSIC]</i></p> <p>Voiceover: You've got a good bet riding on Jockey® brand men's underwear sale at Macy's.</p>
	<p>Voiceover: It's a sure bet. Now through April 1, put your money on Jockey® brand men's underwear to "win" and bring home a first-place refund of \$10.</p>
	<p>Voiceover: Just purchase any combination of the Classic Brief, the Midway, Boxers, Power Knit T-shirts, V-Neck T-shirt, and Athletic Shirt.</p>
	<p>Voiceover: Make a minimum purchase of \$50 and you're off and running on the Jockey® brand men's underwear \$10 refund.</p>
<p>WRAP UP</p>	<p>Voiceover: So get on the right track and head to the annual Jockey® brand men's underwear sale.</p>
<p>Audio: crowd loudly cheering</p>	<p>Voiceover: The race is on in Men's Furnishings, all stores.</p>