



## **CHURCHILL DOWNS LICENSES JERSEYNAPS® TO MAKE KENTUCKY DERBY JOCKEY SILKS NAPKINS**

Horse Racing is the Latest JerseyNaps® Motif,  
Joining NCAA Basketball and Football, NASCAR, NBA Basketball and Baseball.

Ashland, WI (March 19, 2008) JerseyNaps® has signed an agreement with Churchill Downs Incorporated., through its licensing agent IMG Licensing, to create a new line of Kentucky Derby Jockey Silks Napkins.

“Our graphic design team has done a brilliant job in making sure that Kentucky Derby JerseyNaps® embrace the vibrant colors and dynamic shapes traditionally associated with jockey silks,” say JerseyNaps® Chief Operating Officer Gary LaPean. “This year’s design is perfect for Derby parties and for Derby fans who want a great souvenir.”

2008 Kentucky Derby Jockey Silks JerseyNaps® feature the hot pink and orange found in the official 134<sup>th</sup> Kentucky Derby logo, with polka dots on the sleeves and a diagonal stripe across the chest.

Kentucky Derby Jockey Silks Napkins can be purchased in the online store at [www.KentuckyDerby.com](http://www.KentuckyDerby.com) and at [www.JerseyNaps.com](http://www.JerseyNaps.com). On race day, they will be available at Churchill Downs in the official on-site souvenir stands.

Kentucky Derby Jockey Silks mark JerseyNaps® first foray into horse racing. To date, the company has produced its patented shaped napkin in numerous football and baseball patterns, as well as an NBA design. Most recently JerseyNaps® were delivered in a NASCAR fire suit design for use in hospitality on the new named Nationwide NASCAR series.

**About JerseyNaps®:** Establish a dynamic new product category, JerseyNaps® are high quality napkins folded into a patented shape that replicates a sports jersey, entertainment character, brand icon, seasonal costume or life event design

JerseyNaps® come folded to about 6.5" tall and unfold into a regular napkin, revealing more fun inside. Plus they can stand up.

Proudly made in the U.S.A., JerseyNaps® are created from “green-friendly 100% recycled tissue.

Visit [www.JerseyNaps.com](http://www.JerseyNaps.com) for further information.