

ADWEEK MAGAZINES

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► Hanes Hosiery Enlists San Jose Group

CHICAGO—**Hanes Hosiery** tapped the **San Jose Group** here as its agency of record for the Hispanic market. The shop is readying a test campaign for Chicago and San Antonio set to break in November. Spending was not disclosed by the Winston-Salem, N.C.-based client, part of the Sara Lee Corp.

George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency