



## FOR IMMEDIATE RELEASE

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### ***Hanes® Inducts The Salty Dog Cafe® into Hanes Beefy-T® T-shirt Hall of Fame***

WINSTON-SALEM, N.C. (February 28, 2011) – Hanesbrands Imagewear announces today that The Salty Dog Cafe, the iconic bar and restaurant located in Hilton Head, S.C., is the 2011 inductee into the *Hanes Beefy-T* T-shirt Hall of Fame. The Salty Dog Cafe president Bob Gossett, along with Jake the Dog, was presented with the *Hanes Beefy-T* Hall of Fame Award during The Salty Dog Cafe's Grand Re-Opening Oyster Roast party on February 26. The *Hanes Beefy-T* T-shirt Hall of Fame, located at the Hanesbrands Imagewear corporate headquarters in Winston-Salem, N.C., recognizes screenprinters, distributors and others within the decorated apparel industry.

The Salty Dog Cafe was established nearly 25 years ago, and almost immediately after opening the doors the first The Salty Dog Cafe *Hanes Beefy-T* T-shirt was created, used as a way to bring the lore of Jake, the Salty Dog, to life. Jake, as the story goes, swam for three days and three nights with his owner in tow to bring him home to safety after a storm had washed them overboard. Today, the iconic Jake is seen from coast to coast and from North to South on the backs of *Hanes Beefy-T* T-shirts everywhere. It seems nearly everyone in all 50 states and in many countries has spotted Jake on the back of a *Beefy-T*.

"The Salty Dog Cafe epitomizes the spirit behind the *Hanes Beefy-T* Hall of Fame," said Marion Plumb, vice president of sales for Hanesbrands Imagewear. "Their ingenuity, creativity, business savvy and dedication have helped make their T-shirt a launching pad for the rest of their incredible business."

According to Gossett, 20-plus years ago when they first went to select a T-shirt on which to feature the restaurant and their beloved Jake, there were two options: all other brands or the *Hanes Beefy-T*. "We decided then that you start with the best," explained Gossett. "Then and today, that is still the *Hanes Beefy-T*. It's still the softest, best shirt going. And our customers appreciate that quality."

Over the more than two decades, The Salty Dog Cafe has become an institution. "It's amazing what the folks at The Salty Dog Cafe have done to bring Jake to life and to help put the South Beach Marina in Hilton Head on the map," said Plumb. "They certainly warrant recognition for their creative spirit the quality experience they offer customers year after year."

As Gossett added, "We start with the best – a *Beefy-T* – then we add our logo and a little bit of love. Together, we have a collectible that is seen and worn far and wide."

### About Hanesbrands Imagewear

Hanesbrands Imagewear is a major supplier of T-shirts, sportshirts and fleece to the decorated apparel industry under the *Hanes*, *Hanes Beefy-T*, *Champion* and *Outer Banks* labels. Hanes Imagewear is part of Hanesbrands Inc., a leading marketer of innerwear, outerwear and hosiery apparel under strong consumer brands. More information about Hanesbrands Imagewear can be found at [www.haneslocator.com](http://www.haneslocator.com).

### About Hanesbrands Inc.

HanesBrands (NYSE:HBI) is a socially responsible leading marketer of everyday basic apparel under some of the world's strongest apparel brands, including *Hanes*, *Champion*, *Playtex*, *Bali*, *JMS/Just My Size*, *barely there*, *Wonderbra* and *Gear For Sports*. The company sells T-shirts, bras, panties, men's underwear, children's underwear, socks, hosiery, casualwear and activewear produced in the company's low-cost global supply chain. Hanes has approximately 55,000 employees in more than 25 countries and takes pride in its strong reputation for ethical business practices. More information about the company and its corporate social responsibility initiatives, including environmental, social compliance and community improvement achievements, may be found on the Hanes corporate website at [www.hanesbrands.com](http://www.hanesbrands.com). Hanes is a U.S. Environmental Protection Agency 2010 Energy Star Partner of the Year and ranks No. 91 on Newsweek magazine's Top 500 greenest U.S. company rankings.