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Hanes Imagewear Announces New Partnership with TSC Apparel

WINSTON-SALEM, N.C. (OCT. xx, 2010) – Hanes Imagewear announces a new partnership with TSC Apparel, one of the country’s major national wholesale distributors of name-brand imprintable activewear, to offer Hanes EasyColor assortment of t-shirts, fleece and sportshirts. Beginning in January 2011, Hanes will be available at all of TSC’s locations; Cincinnati, Houston, Atlanta and Los Angeles.

“Features like the Tagless tee and legacy brands like the Hanes Beefy-T® are an ideal complement to our existing product selection,” said Bob Winget, president of TSC. “With the addition of Hanes, TSC will have one of the strongest lineups in the industry for 2011 and beyond, and we are excited and optimistic about our new partnership. “

Further, Winget noted, “TSC has prospered and grown because of our focus on strong customer service and deep inventory of the basic items people buy every day. In our continuing efforts to enhance our product offering to our customers, we always came back to one brand name that was considered to be an ideal fit with our ‘being the best at basics’ approach to the market — Hanes.”

As a participating Hanes EasyColor wholesaler, TSC customers will have access to all of Hanes most popular styles and colors. Hanes EasyColor distribution model offers exceptional product availability and makes it easier to put together programs across multiple styles and sizes.

“It’s a mutually beneficial partnership for two great companies whose heritage and reputation have been built around selling branded apparel,” said Marion Plumb, vice president of sales for Hanes Imagewear. “TSC offers a combination of great service and national distribution. As a result, loyal Hanes customers will now have access to broader distribution and availability of their favorite Hanes products.”

About Hanes Imagewear

Hanes 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.

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About Hanesbrands Inc.

Hanesbrands Inc. (NYSE: HBI) is a leading marketer of innerwear, outerwear and hosiery apparel under strong consumer brands including *Hanes*, *Champion*, *Playtex*, *JMS /Just My Size*, *barely there*, and *Wonderbra*. The company designs, manufactures, sources and sells T-shirts, bras, panties, men's underwear, children's underwear, socks, hosiery, casualwear and activewear. Hanesbrands has approximately 45,000 employees in more than 25 countries. More information about Hanesbrands Inc. may be found on the internet at www.hanesbrands.com.

About TSC Apparel

TSC Apparel is a major national wholesale distributor of name brand imprintable activewear, stocking and sourcing more than 40 brands and 1800 styles of tees, fleece, headwear, sport shirts, outerwear, and accessories from locations in Atlanta, Cincinnati, Houston and Los Angeles. For more information on TSC Apparel, visit www.tscapparel.com.

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