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Contact:

Bernie Wallace

Ph 336-519-6250 bernadette.wallace@hanesbrands.com

Hanes Imagewear Goes Mobile

WINSTON-SALEM, N.C. (FEB. 21, 2010) – Beginning in 2011 Hanes Imagewear introduced a series of innovative technology tools offering a wide range of professional selling options designed for added convenience, customization and efficiency. This month, Hanes Imagewear will launch mobile sites for all three of its signature brands, *Hanes*, *Champion* and *Outer Banks*; increase the number of unique online marketing tools; and launch an iPad app for its 2011 product catalogs.

“At Hanes, our goal is to make the world a more comfortable place and, in this instance, to make the world a more comfortable place to do business,” explains John Marsh, senior vice president/general manager of Hanes Imagewear. “These new technology tools will make our customers’ work days more comfortable, more convenient, at no added cost.”

Mobile Sites

All three Hanes Imagewear brands, *Hanes*, *Champion* and *Outer Banks*, now have mobile sites for smart phones, including iPhone, Android and Blackberry, as well as other mobile devices.

Through the mobile sites, customers will be able to quickly and easily access the full brand catalogs and locate products by style or color with product locators. When customers go to the brand websites www.haneslocator.com, www.championlocator.com and www.outerbankslocator.com using their mobile device, the sites will auto-detect the device type and deliver appropriate content. Within seconds customers can locate inventory of their favorite styles and colors at wholesale and with one quick tap can even call to place their order. As an added bonus, smart phone users will be able to set up an icon on their desktop for easier access.

“So little business is done these days in a traditional office environment,” says Marsh. “When you are in between appointments, you don’t always have easy access to your computer. Or when you are in a meeting with your client, you sometimes need product details immediately. Now you can access key data at your fingertips in seconds. It’s all about making business easier for our customers.”

2011 Catalog iPad App

This month, Hanes Imagewear launches iPad apps for the 2011 *Hanes*, *Champion* and *Outer Banks* catalogs. These apps allow iPad users quick and easy access to digital versions of the printed catalogs. Customers can flip through pages, search by key word, and access wholesaler inventory through product locators.

On-Line Marketing Assistant add Customization

Hanes Imagewear takes the term “Marketing Assistant” to a new level with its dedicated on-line toolkit with functions to increase sales. The **Build Your Own Sell Sheets** function provides the tools to create professional high-quality customized sell sheets to print from any desktop. Numerous templates can be customized by inserting company logos and contact information, selecting product features, and targeting key messages to specific clients.

The **Custom Websites** function provides a customized web-based Hanes Imagewear Catalog Service for promotional-products distributors and embellishers. The site allows for customization — such as company logo, contact information, selected product offering — and allows the user to add additional pages. Hanes Imagewear provides maintenance, and the website and service is free of charge.

Image Library provides customers with access to both Web- and print-resolution images to use in creating high-quality marketing materials. Available images include:

- model photography
- product photography
- brand logos

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 (NYSE:HBI), a leading marketer of innerwear, outerwear and hosiery apparel under strong consumer brands. Hanes has more than 50,000 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. Hanes is a U.S. Environmental Protection Agency 2010 Energy Star Partner of the Year and ranks No. 91 on Newsweek magazine’s list of Top 500 greenest U.S. companies.

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