



## FOR IMMEDIATE RELEASE

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### **The Graphic Cow Reclaims T-shirt World Record**

***Hanes outfits Greenville, S.C., screenprinter as it sets record for most T-shirts worn by an individual.***

LAS VEGAS – (Jan. 5, 2012) – Andy Coyne of Greenville, SC-based screenprinter The Graphic Cow, reclaimed the Guinness World Record for number of T-shirts worn by an individual at the PPAI show in Las Vegas on Jan. 5, 2012. Coyne, who originally set the record in June 2009, established the new record by wearing 249 *Hanes*® T-shirts. The Graphic Cow selected *Hanes* as the official outfitter of its successful world record effort because of the brand’s extraordinary range of products, sizes and fabric technology.

“When we lost the record we set two years ago to the gentleman in Croatia, we knew we wanted to fight hard to get it back,” said David Carter, CEO of The Graphic Cow. “That’s why we decided to partner with *Hanes*. We knew they had the product selection, technology and sizes to get our title back.”

The screenprinter used a full range of *Hanes*® T-shirts:

- The *Hanes*® Cool-Dri® T-shirt features 100 percent polyester fabric that wicks moisture away from the body. The perfect starting point for such a high-performance event.
- The *Hanes*® nano-T® T-shirt uses a 4.5 ounce, 100 percent ringspun cotton and is super lightweight. Ideal when you are wearing 249 T-shirts.
- The *Hanes*® ComfortBlend™ EcoSmart® T-shirt made with polyester from recycled plastics ensured an eco-friendly event.
- No T-shirt record would be complete without the iconic *Hanes*® Beefy-T® T-shirt, the T-shirt that started it all.
- The true workhorse of the world record was the *Hanes*® Tagless® T-shirt, which comes in sizes Youth XS to Adult 6XL, with more than 20 colors available in extended sizes 2XL – 6XL.

“Starting with the *Hanes*® Cool-Dri® T-shirt, gave me an edge by having the wicking fabric against my skin,” explained Coyne. “With 249 shirts on, wicking fabric was a huge benefit. I loved that all of the T-shirts were tag free. That certainly made it much more comfortable!”

The Graphic Cow's world record event matched all the glitz and glam of Las Vegas using an array of colorful T-shirts. *Hanes* offers a palette of 48 different colors across its portfolio. The *Hanes*® Tagless® T-shirt collection alone offers more than 45 different colors.

"*Hanes* is on a mission of making the world a more comfortable place," said Matt Waterman, director of marketing for HanesBrands Imagewear. "Outfitting Andy as he put on 249 of our *Hanes*® T-shirts to reclaim his world record shows just how comfortable they are."

### **Celebrating the World Record, *Hanes* Donates 25,000 Box Tops to Local School**

In celebration of The Graphic Cow setting a new world record, *Hanes* is donating 25,000 Box Tops through its Hanes4Education program to the school of The Graphic Cow's choice. Hanes4Education is a national program that enables elementary and middle schools to earn valuable Box Tops for purchases of printed *Hanes* shirts. Schools redeem the Box Tops for cash that can be used to purchase much needed items such as books, computers and playground equipment.

"It's important to celebrate this accomplishment in a meaningful way," said Waterman. "We felt that donating valuable Box Tops through our Hanes4Education program to a school in need in Graphic Cow's hometown was the perfect way to do that."

Said Coyne, "What happens in Las Vegas does NOT stay in Las Vegas. I'm taking this world record home with me!"

#### About The Graphic Cow

The Graphic Cow is a Greenville, South Carolina-based screenprinter that provides T-shirts and apparel to schools and colleges throughout the region. The Graphic Cow, in business for nearly 20 years, operates with the theme "art in 24 hours, shirts in five days," all while providing the best possible customer experience ([www.thegraphiccowcompany.com](http://www.thegraphiccowcompany.com)).

#### 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. HanesBrands 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 and 2011 Energy Star Partner of the Year and ranks No. 91 on *Newsweek* magazine's Top 500 greenest U.S. company rankings.