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Hanes® Teams up with Susan G. Komen for the Cure® and Actress Sarah Chalke to Comfort Those Affected by Breast Cancer

America's No. 1 Apparel Brand to Debut 'Passionately Pink' Apparel Collection, Donate \$250,000 and Create a Breast Cancer Campaign Web Site

WINSTON-SALEM, N.C., May 27, 2009 – Hanes® today announced it is proud to partner with Susan G. Komen for the Cure and actress Sarah Chalke to join the fight against breast cancer. America's No. 1 apparel brand is now the Official Apparel Sponsor of Passionately Pink for the Cure, a fundraising program created by Komen for the Cure that inspires breast cancer advocacy and honors those affected by the disease.

To align with a cause women care deeply about, Hanes will offer a special "pink collection" of panties, bras, socks, and graphic tees (including one T-shirt exclusively designed by Sarah Chalke, star of the television show "Scrubs" and television mini series "Maneater") and has created a campaign Web site, www.hanespink.com, that features interactive content to inspire the public to make a difference in the breast cancer support community. Proceeds from the sale of the Hanes "pink collection" will help fund Komen's breast cancer research and community outreach efforts.

The Hanes "pink collection," including Chalke's T-shirt, will be available on the www.hanes.com Web site in August and in select stores in September. The Official Apparel Sponsor of Passionately Pink for the Cure, Hanes is donating \$250,000 (\$100,000 in cash and \$150,000 in kind) to Komen for the Cure.

"We are honored to have Hanes join our efforts in creating a world without breast cancer," said Kathrina McGhee, vice president of global partnerships, Susan G. Komen for the Cure. "Passionately Pink for the Cure provides a terrific opportunity to mobilize and encourage people to join the fight against breast cancer. We couldn't be happier about Hanes playing such an important role in the program."

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Hanes decided to become a sponsor because breast cancer is an issue that affects many women and their families and friends. “The No. 1 attribute of *Hanes* products is comfort, and we are proud to partner with Susan G. Komen for the Cure, a cause that seeks to combat this disease, educate, and provide comfort to those affected by it,” said Sidney Falken, senior vice president, *Hanes* brand. “The *Hanes* ‘pink collection’ is our way of extending support to this amazing community and offering those who buy *Hanes* the opportunity to help join the fight against breast cancer.”

Chalke’s specially-designed pink *Hanes* T-shirt includes the words “courage and strength” over her signature and features pink hearts alongside the iconic pink ribbon for breast cancer awareness. The T-shirt was inspired by the actress’ personal connection to cancer, which includes her long-time friendship with survivor Geralyn Lucas (author of “Why I Wore Lipstick to My Mastectomy,” which was adapted into the Lifetime channel movie in which Chalke stars). Chalke’s commitment to cancer is also a result of her close relationship with her aunt and grandmother, who both succumbed to cancer following courageous battles.

“I am so honored to join *Hanes* and Susan G. Komen for the Cure to raise funds and awareness about breast cancer. It’s a cause that I’m truly passionate about,” Chalke remarked. “Like so many others, my family has been affected by this terrible disease. I am proud to show my true colors and encourage others to do the same through joining me as I go Passionately Pink for the Cure. I feel privileged to have worked with *Hanes* to design a special T-shirt that will benefit Susan G. Komen for the Cure and I’m excited to be part of such a dedicated network.”

Beginning June 2009, Chalke will star in a series of Susan G. Komen for the Cure public service announcements dedicated to breast cancer awareness. She also will attend Susan G. Komen Race for the Cure® events throughout the year and will host her own “Passionately Pink” parties with her sisters in Canada and friends in Los Angeles.

In October 2009, Chalke will speak out about the cause in a new *Hanes* print advertising campaign created by The Martin Agency of Richmond, VA. The *Hanes* campaign website (www.hanespink.com) features highly interactive elements designed by Night Agency of New York City to inspire the public to make a difference in the breast cancer support community. Among the many features, visitors will have the ability to create their own T-shirt designs and invite friends to join the fight.

This effort is the next evolution of Chalke’s continuing relationship with *Hanes* – she first became part of the *Hanes* family in 2008 when she was selected as the spokesperson for the wedgie-free *Hanes No Ride Up Panty*, which included a series of commercials directed by her “Scrubs” co-star Zach Braff.

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About Hanes

Hanes is a leading brand of intimate apparel, underwear, sleepwear, socks, shoes and casual apparel. Hanes is a flagship brand of Hanesbrands Inc. Hanes products can be found at leading mass merchandise retail stores nationwide and online direct to consumers at www.hanes.com.

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, Bali, 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, casual wear and active wear. 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 Susan G. Komen for the Cure®

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested more than \$1.3 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.