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Hanes® and Susan G. Komen for the Cure® Inspire Creativity for a Cause

America's No. 1 Apparel Brand Launches Pink Collection and Passionately Pink for the Cure® T-shirt Design Competition to Raise Awareness and Support for Breast Cancer

WINSTON-SALEM, N.C., Aug. 17, 2009 – *Hanes®* has launched a T-shirt design competition offering the chance to combine creativity with passion for a most worthy cause – Susan G. Komen for the Cure®. Through Oct. 26, 2009, participants can enter Passionately Pink-inspired T-shirt designs with messages of hope, love and support for the chance to win a weekly drawing for a \$100 *Hanes* gift card. In addition, a grand-prize winner will receive a \$250 *Hanes* gift card and a screen-printed copy of the winning T-shirt design. *Hanes* will also make a \$5,000 donation in the grand-prize winner's name to the winner's choice of Susan G. Komen for the Cure® local Affiliate or Komen Global Headquarters.

This year, *Hanes* became the Official Apparel Sponsor of Passionately Pink for the Cure, a fund-raising program created by Komen for the Cure that inspires breast cancer advocacy and honors those affected by the disease. *Hanes* is donating \$250,000 (\$100,000 in cash and \$150,000 in kind) to Komen for the Cure. In June 2009, public service announcements dedicated to breast cancer awareness began airing featuring actress Sarah Chalke (*Hanes* spokesperson and star of the television show "Scrubs" and mini series "Maneater"). Chalke also will attend Komen events and will host her own "Passionately Pink" parties with her sisters and friends.

Beginning today, *Hanes* will also offer a special "pink collection" of panties, bras, socks and graphic tees (including one T-shirt exclusively designed by Chalke), and has created a campaign Web site, www.hanespink.com, that features interactive content to inspire people to make a difference in the breast cancer support community. The *Hanes* contribution will help fund Komen's breast cancer research and community outreach efforts. The *Hanes* "pink collection," including Chalke's T-shirt, is now available on www.hanes.com and will be in select stores in September.

(more)

About the Competition

The design competition will be hosted on the campaign Web site, www.hanespink.com. Visitors can design virtual Passionately Pink T-shirts using a variety of tools and graphics provided on the site, including a text function that will allow users to convey a tribute message or a personal note. Once the digital T-shirt is submitted, consumers will complete an online form to be entered into the promotion for the chance to turn their virtual creation into a screen-printed tee.

“The *Hanes* Passionately Pink T-shirt design competition will mobilize and encourage people to join the fight against breast cancer while allowing them to express their passion in an individualized way, providing comfort to those who need it most,” remarked Sidney Falken, SVP/*Hanes* brand.

Each week throughout the contest, the first 30 participants will receive a T-shirt from actress Sarah Chalke, who has kicked off the competition with her own *Hanes* T-shirt design which includes the words “courage and strength” above her signature and features pink hearts alongside the iconic pink ribbon for breast cancer awareness.

“I am so excited to kick off the *Hanes* Passionately Pink for the Cure design competition and be a part of an amazingly dedicated network. Awareness is the best prevention and this program encourages people from across the country to join the fight against breast cancer in a truly meaningful way,” remarked Chalke. “The pink *Hanes* T-shirt I designed was inspired by my personal connection to cancer.”

Twelve weekly winners will be selected based on pre-determined criteria including representation of campaign theme, creativity, originality and online votes. Finalists will be announced on November 11, 2009, and will receive a \$100 Hanes gift card. Beginning Nov. 11, 2009, through Nov. 25, 2009, 12 finalists will be featured on www.hanespink.com where visitors can vote on their favorite designs. The grand prize winner, who will be announced on or about Dec. 7, 2009, will designate either Komen Global Headquarters or a local Komen for the Cure Affiliate to receive a \$5,000 donation made in his or her name by *Hanes*. The grand prize winner will also receive a \$250 Hanes gift card and a screen-printed copy of their winning design on a Hanes T-shirt.

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About Hanes

Hanes is a leading brand of intimate apparel, underwear, sleepwear, socks and casual apparel. Hanes is a flagship brand of Hanesbrands Inc. Hanes products can be found at leading retailers 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.