



Hanes® Goes Tagless Across All Men's Underwear

May 29, 2012

America's No. 1 Men's Underwear Brand[1] Launches New Advertising Campaign; Hanes and Michael Jordan Get Rid of Annoying Tags

WINSTON-SALEM, N.C., May 29, 2012 /PRNewswire/ -- *Hanes®*, the company that introduced Tagless undershirts to the market in 2002, has gone Tagless once again – this time across all lines of its men's underwear bottoms. America's No. 1 men's underwear brand launched a new marketing campaign to support the new Tagless underwear, including new television advertising spots on high-profile entertainment and sports programming.

To view the multimedia assets associated with this release, please click; <http://www.multivu.com/mnr/55948-hanes-goes-tagless-across-all-men-s-underwear>

(Photo: <http://photos.prnewswire.com/prnh/20120529/MM12374>)

Hanes Tagless underwear bottoms deliver a new level of comfort with superior softness without the itch and irritation of a tag. The product launch and tone of the ad campaign underscore the brand's continued commitment to ensure the ultimate in comfort with each new product innovation. Following the success of the wildly popular *Hanes* Tagless undershirt and in response to in-depth consumer research, *Hanes* brought the Tagless brand to its briefs, boxers and boxer briefs to address the unmet needs voiced by male consumers.

"As a brand, our mission is to deliver consumer-driven product innovations for superior comfort with enhanced fit," said Sidney Falken, chief branding officer, *Hanes*. "Tags continue to be a significant irritant for our consumers, so we sought to address this issue across all of our styles of men's underwear bottoms. We consider ourselves to be comfort innovators and we strive to deliver both physical and emotional comfort with all of our products. Our ultimate goal is perfect comfort, without a distracting tag."

Hanes and MJ Trounce the Tag

For more than 20 years, basketball legend Michael Jordan has been the face of *Hanes* men's underwear. In the latest Tagless ad campaign, *Hanes* shows how annoying uncomfortable tags can be by bringing them to life and giving them the same annoying traits of people who drive others crazy. Jordan is shown rescuing men from the personified "annoying tag" in different scenarios. The ads were developed for *Hanes* by The Martin Agency of Richmond, VA.

"These ads do a great job of driving home the point of how annoying tags are in a very funny and entertaining way. I personally can't stand annoying, itchy tags and I'm so glad *Hanes* decided to get rid of them... and I'm very happy to help," Jordan said. "I've been working with *Hanes* for more than 20 years and each time we've created ads together, it's been a blast."

"Office" is the first of three spots that amplify the nuisance of an underwear tag. It shows a man sitting at an office desk attempting to do his work when his underwear tag starts chattering incessantly, trying to add some excitement to the workday. As the tag prattles on, Michael Jordan enters the office building and relieves the worker of his annoying tag by tossing it into a paper shredder. Each spot ends with a tagline that simply states, "Tags are annoying. So we got rid of them."

"Movie Talker" shows a man and his girlfriend sitting in a darkened movie theater trying, to no avail, to watch a scary movie. As they focus on the film, the man's undershirt tag refuses to stop talking and revealing the movie's plot. As the camera pans wider, we realize Michael Jordan is seated behind the couple. He rips the tag from the man's shirt and shoots it with perfect arc through the air and into a cup of soda, where it is eventually silenced.

"Grilling" depicts a man happily grilling at a backyard barbecue, despite the annoying and talkative tag sticking out of the back of his underwear questioning his grilling skills, claiming to be a "grill master" and pestering him about the right way to cook a burger. With the unspoken "guy code" that says you never critique another man's barbecue skills in mind, Michael Jordan comes to the rescue and insists the griller hand over his tag which Michael deftly tosses into the flames, saving the day.

For more information on *Hanes* Tagless underwear, or any other *Hanes* products, please go to www.Hanes.com or www.Facebook.com/Hanes.

About Hanes

Hanes, America's No. 1 Apparel Brand, is a leading brand of intimate apparel, underwear, sleepwear, socks and casual apparel. Hanes products can be found at leading retailers nationwide and online direct to consumers at www.Hanes.com. Hanes is a flagship brand of Hanesbrands Inc. (NYSE: HBI) (www.Hanesbrands.com).

[1] The NPD Group / Consumer Tracking Service, R12 Feb 10, Dollar Share

Contacts:	Erin Mackey	Bernadette Wallace
	Weber Shandwick	<i>Hanesbrands</i> Inc.
	212-445-8306	336-519-6250
	Emackey@webershandwick.com	Bernadette.wallace@Hanesbrands.com

SOURCE Hanes