

HANES Brands Inc

HanesBrands Launches Popular C9 Champion Brand With Amazon in Multiyear Exclusive Agreement

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C9 Champion value-priced performance and casual athleticwear now available worldwide exclusively in Amazon's stores

WINSTON-SALEM, N.C.--(BUSINESS WIRE)-- HanesBrands has introduced its popular *C9 Champion* performance athleticwear exclusively with Amazon Fashion worldwide as part of a multiyear agreement.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200310005527/en/>



C9 Champion, the value-priced product line of iconic *Champion* athleticwear, has more than 100 styles of its most popular men's, women's and children's activewear, innerwear and accessories available on Amazon's online store.

Apparel products include performance activewear and workout wear, including leggings, jackets, T-shirts and shorts, and underwear, socks and sports bras. Other products and accessories include gloves, hats and caps, bags, shoes, and fitness equipment.

"We are delighted to launch the *C9 Champion* line with Amazon Fashion to provide consumers with a new channel to access the brand," said HanesBrands Chief Executive Officer Gerald W. Evans Jr. "*C9 Champion* had strong consumer equity and a loyal following for the past 15 years. Consumers love the product line's quality, selection, value and accessible style. The program is launching with a focus on top styles, but based on past popularity, we expect it to expand over time. We are excited that in addition to being available to U.S.-based fans the *C9 Champion* product line will be sold globally for the first time."

The *C9 Champion* product line will complement the existing mainline *Champion* authentic sport-inspired apparel available in the Amazon Fashion store with both *Champion* and *C9 Champion* having branded storefronts.

HanesBrands

HanesBrands (NYSE:HBI) is a socially responsible leading marketer of everyday

The popular C9 Champion value-priced performance athleticwear for the family has launched exclusively with Amazon Fashion worldwide. (Photo: Business Wire)

basic innerwear and activewear apparel in the Americas, Europe, Australia and Asia-Pacific. The company sells its products under some of the world's strongest apparel brands, including *Hanes*, *Champion/C9 Champion*, *Bonds*, *Maidenform*, *DIM*, *Bali*, *Playtex*, *Bras N Things*, *Nur Die/Nur Der*, *Alternative*, *L'eggs*, *JMS/Just My Size*, *Lovable*, *Wonderbra*, *Berlei*, and *Gear for Sports*. The company sells T-shirts, bras, panties, shapewear, underwear, socks, hosiery, and activewear produced in the company's low-cost global supply chain. Hanes takes pride in its strong reputation for ethical business practices. For more information, visit the company's corporate website at www.Hanes.com/corporate and newsroom at <https://newsroom.hanesbrands.com/>. Connect with the *C9 Champion* brand company via social media: Facebook (www.facebook.com/C9.Champion) and Instagram ([@c9_Champion](https://www.instagram.com/c9_champion)).

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News Media, contact:

Matt Hall, (336) 519-3386

Analysts and Investors, contact:
T.C. Robillard, (336) 519-2115

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