



## HanesBrands and the Georgia Institute of Technology Extend Long-Term Apparel Partnership

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*HanesBrands extends exclusive rights partnership with Georgia Tech in the mass retail channel.*

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Jan. 10, 2024-- HanesBrands (NYSE:HBI), the world's largest supplier of collegiate fan apparel, and the Georgia Institute of Technology (Georgia Tech), announced they have signed a multiyear extension of their current apparel partnership that gives HanesBrands exclusive rights to Georgia Tech fanwear in the mass retail channel.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240110190101/en/>



Georgia Tech is one of more than two dozen elite schools that have exclusive mass retail partnerships with HanesBrands, including Florida State, Penn State, the University of Michigan, Clemson University and Auburn University. In addition, more than a dozen leading universities have primary apparel partnerships with HanesBrands, including the University of North Carolina at Chapel Hill, the University of Cincinnati, The Ohio State University and the University of Georgia.

"We are proud to extend our partnership with Georgia Tech where we've enjoyed a long and successful relationship," said John Fryer, HanesBrands President of Licensed Sports Apparel. "Georgia Tech's fans are passionate about their Yellow Jackets, as well as their school colors of white, gold and navy. Fans have voiced their desire for more gold apparel, and we're working with our retail partners to deliver expanded assortments through our iconic brand offerings."

The partnership extension with HanesBrands was completed in conjunction with the university's exclusive

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licensing agent, CLC.

HanesBrands, a global apparel company, is renowned for its world-class, in-house design expertise, manufacturing proficiency and commitment to sustainability. In addition to *Champion* and *Hanes*, the eco-forward *Alternative Apparel* brand and *ComfortWash*® brand are also included in the company's collegiate apparel program. *Alternative Apparel* is known for its soft, stylish and sustainable products, and the *ComfortWash* collection features vintage-washed tees and sweats made with cotton grown in the U.S.

### About HanesBrands

HanesBrands (NYSE: HBI) makes everyday apparel that is known and loved by consumers around the world for comfort, quality and value. Among the company's iconic brands are *Hanes*, the leading basic apparel brand in the United States; *Champion*, an innovator at the intersection of lifestyle and athletic apparel; *Bonds*, which is setting new standards for design and sustainability; *Maidenform*, America's number one shapewear brand; and *Bali*, America's number one bra brand. HBI employs 51,000 associates in 32 countries and has built a strong reputation for workplace quality and ethical business practices. The company, a longtime leader in sustainability, has set [aggressive 2030 goals](#) to improve the lives of people, protect the planet and produce sustainable products. HBI is building on its unmatched strengths to unlock its #FullPotential and deliver long-term growth that benefits all of its stakeholders.

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