



HanesBrands and Duke University Extend Long-term Apparel Partnership

April 9, 2024

HanesBrands renews exclusive rights to Duke University fanwear in the mass retail channel for another five years.

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Apr. 9, 2024-- HanesBrands (NYSE:HBI), the world's largest supplier of collegiate fan apparel, is pleased to announce a five-year extension of its current apparel partnership with Duke University. The partnership renews HanesBrands exclusive rights to sell Duke's fanwear in the mass retail channel.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240409834201/en/>



Duke 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.

"Passion for the Blue Devils runs deep in HanesBrands' home state of North Carolina as well as nationally, and we're proud to continue to support and engage their faithful fanbase," said John Fryer, HanesBrands President of Licensed Sports Apparel. "This is our longest extension to date with Duke, and it's testament that our partnership is helping to grow their market among loyal fans, alumni and students."

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

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 48,000 associates in 29 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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