



## Hanes(R) and Disney(R) 'Design' the Celebration Vacation of a Lifetime

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### --Hanes(R), America's No. 1 Apparel Brand, Offers 17 Winners the Chance to Celebrate in Comfort at Walt Disney World(R) Resort

WINSTON-SALEM, N.C., July 22, 2009 /PRNewswire-FirstCall via COMTEX/ -- Hanes((R)) today announced the launch of the Hanes Celebrate in Comfort Sweepstakes, which offers the chance to win one of 17 Celebration Vacations to Walt Disney World((R)) Resort, including round-trip air, accommodation, and park entry.

For 16 weeks between June 1 and Sept. 30, 2009, a weekly prize winner will be selected for a five-day/four-night award vacation to Walt Disney World Resort for four people and one lucky grand prize winner will take home the celebration vacation of a lifetime: a five-day/four-night reunion trip to Walt Disney World Resort for 20 people.

Sweepstakes entry is accomplished by designing a virtual celebratory T-shirt on the Hanes Celebrate in Comfort promotion Web site, [www.celebrateincomfort.com](http://www.celebrateincomfort.com). Hanes is the Official Apparel of Walt Disney World Resort and Disneyland((R))( )Resort and partnered with Disney in January 2009, to open the Disney Design-A-Tee Store Presented by Hanes in Downtown Disney((R)) Marketplace in Lake Buena Vista, Fla., providing an interactive apparel design and printing store where park visitors can customize wearable vacation mementos.

The Hanes Celebrate in Comfort promotion is a virtual adaptation of the new Disney Design-A-Tee Store and the promotion Web site is a unique interactive design-a-T-shirt experience. The experience complements Disney's current "What Will You Celebrate?" campaign, which invites guests to celebrate special moments in their lives with family and friends at Walt Disney World Resort in Florida and Disneyland Resort in California.

Visitors who choose to design a virtual T-shirt will be asked to select a milestone that aligns with Disney's five celebration occasions (birthday, anniversary, personal triumph, reunion, and first visit). The visitor then designs a celebration T-shirt based on that occasion with tools and graphics provided on the site. At the end of the process, the users can virtually "try on" their designs by uploading an image, creating an avatar, choosing one of several Disney backgrounds, and saving or sending to a friend.

"We've received great feedback from the Disney Design-A-Tee Store Presented by Hanes. Evolving the concept with a digital T-shirt designing experience via [www.celebrateincomfort.com](http://www.celebrateincomfort.com) is the next natural step," said Sidney Falken, senior vice president of the Hanes brand. "The site visuals closely mirror the in-store experience and environment from the look and feel to the tools and assets. We're excited to incorporate this concept with a promotion that offers winners the chance to celebrate in comfort with Hanes and Disney."

Sixteen weekly winners will be selected in a random drawing from among all eligible entries. Weekly winners may only win one weekly prize, but remain eligible for the grand prize drawing. Non-winning entries from each weekly period will be included in all subsequent weekly drawings and in the grand prize drawing. One grand prize winner will be selected in a random drawing held on or about Oct. 16, 2009, from among all eligible entries received during the promotional period. No purchase is necessary. A purchase will not improve your chances of winning. Sweepstakes began on June 1, 2009, at 12:00:01 a.m. Eastern Time (ET) and ends on Sept. 30, 2009, at 11:59:59 p.m. ET. For full official rules, go to <http://www.celebrateincomfort.com/about/rules>.

#### About Hanes

Hanes is a leading brand of intimate apparel, underwear, sleepwear, socks, shoes and casual apparel. Hanes is a flagship brand of Hanesbrands Inc. Hanes products can be found at leading mass merchandise retail stores nationwide and online direct to consumers at [www.hanes.com](http://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](http://www.Hanesbrands.com).

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