



## Hanes(R) Joins Susan G. Komen for the Cure(R) and Actress Melina Kanakaredes in Providing Comfort in the Fight Against Breast Cancer

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### America's No. 1 Brand of Apparel Essentials(1) Increases its Commitment to the Cause as the Official T-Shirt of the 2010 Komen Race for the Cure(R) Series

WINSTON-SALEM, N.C., May 3, 2010 /PRNewswire via COMTEX/ --Hanes(R) today announced an expansion of its partnership with Susan G. Komen for the Cure(R), which has designated Hanes as the Official T-shirt of the Susan G. Komen Race for the Cure(R) Series. Hanes T-shirts will be provided to the 1.5 million people expected to participate in the race series.

In addition to serving as the Official T-shirt of the Komen Race for the Cure Series, *Hanes*, America's No. 1 Brand of Apparel Essentials(1), will reprise its role as the Official Apparel Sponsor of Passionately Pink for the Cure(R), a fundraising program created by Komen to inspire breast cancer advocacy and honor those affected by the disease. As part of this partnership, *Hanes* is proud to enlist actress Melina Kanakaredes, star of the television show "CSI:NY" who will lead the Passionately Pink for the Cure mission and has designed three *Hanes* T-shirts to help fight breast cancer. *Hanes* will make a total cash and in-kind contribution of \$500,000 to Komen in 2010.

"*Hanes*' support of Susan G. Komen for the Cure through programs like Passionately Pink for the Cure allows us to reach large numbers of women in a fun and engaging way with a reminder about breast health and breast education," said Katrina McGhee, senior vice president of global business development and partnerships for Susan G. Komen for the Cure. "Our long-running partnership with *Hanes* has helped us immensely to raise awareness and the funds we've dedicated to research, community programs and advocacy for women and men facing a breast cancer diagnosis."

In 2009, Komen made grants to more than 1,900 community organizations and provided funding for approximately 500,000 breast cancer screenings. Komen also provided \$60 million for research in 2009, part of an overall \$500 million investment in research since Komen was founded.

For the second year, *Hanes* will offer a special "pink collection" of panties, bras, socks, and graphic tees - including three T-shirts exclusively designed by Melina Kanakaredes. Select items from the The *Hanes(R)* "pink collection" have already begun rolling out in stores, including Hanes socks available at Walmart. This fall, the entire collection including Kanakaredes' tees will be available on Hanes.com and in select stores.

"We know that countless numbers of people have been touched by breast cancer in some way," said *Hanes* Senior Vice President Sidney Falken. "At *Hanes*, we strive to provide comfort in whatever way we can - and in this case it is by lending our support to a cause the *Hanes* consumer cares so deeply about. We are honored to continue the fight with Susan G. Komen for the Cure and are proud to work alongside Melina Kanakaredes to spread the word."

Kanakaredes's three specially designed *Hanes* T-shirts are meant to inspire and encourage others to join the fight against breast cancer. The T-shirts communicate strength, love and fearlessness and were designed to honor those affected by breast cancer.

"I am thrilled to join *Hanes* and Susan G. Komen for the Cure to raise funds and awareness about breast cancer," Kanakaredes said. "Like so many, I have been affected by the disease through the loss of family members and dear friends. I was inspired to join this fight to celebrate survivors and to honor the memory of those we have lost, and it is my sincere hope that my inspiration is evident in the *Hanes* T-shirts I have designed."

Kanakaredes will also be featured in a series of Susan G. Komen for the Cure public service announcements dedicated to breast cancer awareness. Starting in October for National Breast Cancer Awareness Month, Kanakaredes will support the cause in a new *Hanes* print advertising campaign created by The Martin Agency of Richmond, Va.

*Hanes(R)* has also refreshed its campaign Web site, [www.hanespink.com](http://www.hanespink.com), which features highly interactive elements designed by the Night Agency of New York City to encourage others to join the mission for breast cancer awareness. Starting today, visitors to the site will have the ability to create their own T-shirt design, invite friends to join the mission and interact with digital applications, including customized Facebook(R) messages. .

(1) The NPD Group / Consumer Tracking Service, R12 Feb 10, Units

#### **About Hanes**

*Hanes*, America's No. 1 Brand of Apparel Essentials(1), 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](http://www.Hanes.com). Hanes is a flagship brand of Hanesbrands Inc. (NYSE: HBI) ([www.Hanesbrands.com](http://www.Hanesbrands.com)).

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