



Introducing New Barely There(R) CustomFlex Fit(R) Reversible Pullover

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Reversible Color Feature Adds Versatility to New Bra That Employs Smart Size Technology and Seamless Construction for Great Fit, Feel and Comfort

WINSTON-SALEM, N.C., Apr 23, 2012 (BUSINESS WIRE) --*Barely There*, a leader in intimate apparel innovation, introduces the new *CustomFlex Fit* Reversible Pullover bra.

Known for providing women with bras, panties and shapewear that offer both style and versatility, the new *Barely There* Reversible Pullover provides comfort and support in a sleek design that is perfect for everyday wear.

Seamless from the inside out and made with quick-dry, wrinkle-resistant fabric, the *Reversible Pullover* is an effortless style solution to everyday dressing dilemmas. A reversible color option in fun shade combos like Blueprint and Denim Wash adds a pop of fun. Whether she's running errands around town or hopping on a plane for a weekend getaway, she'll feel supported and look great.

As part of the *CustomFlex Fit* line, the Reversible Pullover offers revolutionary Smart Size technology, which adapts to the changing conditions of a woman's body for the best fit every day. With Smart Sizes, finding the right-sized bra is simple and streamlined, because five easy sizes - XS through XL - replace 16 complicated cup-and-band combinations of traditional bra sizing systems.

"The *Barely There* brand is all about offering women a wide range of intimate apparel solutions to help her look and feel comfortable in whatever she wears," said Tricia Bouras, marketing director, *Barely There*. "To go one step further, the *Barely There* brand is introducing a number of online initiatives to help women add a little happiness into their daily lives."

The *Barely There* Facebook page will become a happy place for women to take time out of their hectic lives and enjoy various mood boosters and more. Every Monday through Friday from 2 to 3 p.m. the brand's Facebook page will host a Happy Hour with fun facts and happy hints to make visitors' days a little bit brighter. Facebook fans can develop their own bucket lists, receive happy rewards when their friends "Like" the page and create *Barely There* calendars to schedule their own happy activities.

The *Barely There* brand will also be tweeting happy thoughts on its new Twitter page and sending money-saving deals every Wednesday to those who sign up to receive brand emails. With the launch of the *CustomFlex Fit* Reversible Pullover and online happy initiatives, the *Barely There* brand is excited to help women everywhere find their own happy.

Barely There CustomFlex Fit Reversible Pullover bras are available at Kohl's department stores nationwide, with a suggested retail price of \$29. Further information about the *Barely There Reversible Pullover* and the rest of the *CustomFlex Fit* line can be found at www.BarelyThere.com. Shoppers can also "Like" the *Barely There* Facebook page at www.facebook.com/barelythere and follow the brand on Twitter @BarelyThr to find more information on new products, promotions and tips for solving a variety of bra, panty and shapewear issues.

About Barely There

Barely There is a solutions-focused intimate apparel brand of bras, panties, shapewear and tops. A recognized industry leader in seamless technology and innovation, Barely There products can be found in leading retailers nationwide. Barely There is a brand of HanesBrands Inc. (NYSE:HBI). For more information, visit www.BarelyThere.com or www.facebook.com/barelythere, and follow us on Twitter @BarelyThr.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50247638&lang=en>

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HanesBrands
Bernadette Wallace, 336-519-6250
Bernadette.Wallace@hanesbrands.com