



Champion(R) Introduces High Support Smoothie Sports Bra

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WINSTON-SALEM, N.C., Oct. 3, 2012 (GLOBE NEWSWIRE) -- Champion Athleticwear, the founder and leader in the sports bra market for more than 30 years, introduces the new *Champion® Smoothie* sports bra with sleek, lightweight fabrics and innovative features designed to deliver ultra-comfortable high support up to D-cup sizes.

"At *Champion Athleticwear*, we recognize that you shouldn't have to compromise comfort and lightness for exceptional high support," said Meg Wilson, senior marketing manager for *Champion Athleticwear*. "With the new *Champion Smoothie* sports bra, you can absolutely have it all."

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Like all *Champion* sports bras, the *Champion Smoothie* sports bra features built-in motion control to provide just the right amount of support. Its designation as High Support means the *Champion Smoothie* sports bra hugs and secures with high-impact support to control bounce for cross-training comfort.

"Designing a comfortable, high-support sports bra is truly a feat of engineering," said Wilson. "At *Champion Athleticwear*, we are constantly looking for new and innovative ways to deliver lift and support without sacrificing the exceptional comfort that *Champion®* sports bras are known for."

In order to develop a sleek yet supportive sports bra, the designers at *Champion Athleticwear* combined several innovative features for the *Smoothie* sports bra designed to control bounce at every turn. The team developed a lightweight, silky smooth fabric that delivers powerful support and wicking performance. Seamless cups encapsulate versus compress the breasts for exceptional comfort and gentle shaping. Convertible straps were added for versatility and added support, and the straps' full adjustability ensures a perfect fit while keeping pressure off the shoulders. Finally, the designers developed side shaping panels for support and lift, preventing side to side movement of the breasts.

"Our team put together decades of collective expertise in sports bra design to develop this truly breakthrough sports bra that answers the call for a better, lighter sports bra in a full range of cup sizes," said Wilson.

 [Champion Logo](#)

The *Champion Smoothie* sports bra is available in sizes 34B to 38D with a suggested retail price of \$38.

To learn more about the *Champion* sports bra offerings, visit the *Champion* Web site at www.championusa.com or follow the *Champion* sports bra blog by going to www.facebook.com/champion.

About *Champion®*

Since 1919 *Champion Athleticwear* has offered a full line of innovative athletic apparel for men and women, including sports bras, activewear, team uniforms, sweats and accessories. As the inventor of the sports bra, *Champion* uses innovative design and state-of-the-art product testing to ensure high quality, supportive sports bras for our consumers. *Champion Athleticwear* can be purchased at most sporting goods and department stores. For more information please contact us at 1-800-999-2249, visit www.championusa.com or at www.facebook.com/champion or follow us on Twitter @Championusa. *Champion* is a brand of *Hanesbrands Inc.* (NYSE:HBI)

A photo accompanying this release is available at: <http://www.globenewswire.com/newsroom/prs/?pkgid=15009>

The *Champion* logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=15011>

CONTACT: Bernadette Wallace, *Champion* Product PR
336-519-6250
Bernadette.Wallace@hanesbrands.com

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