



Kangaroo-M to Roam: Hanes' New Comfort Flex Fit Men's Boxer Briefs Bring the Pouch to Combat the Ouch

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No. 1 maker of underwear launches innovative boxer brief that features a breathable, U-shaped pouch to safely and comfortably support men's most precious cargo

WINSTON-SALEM, N.C.--(BUSINESS WIRE)--Mar. 12, 2018-- *Hanes* is making its biggest underwear launch in four years with the introduction of premium Comfort Flex Fit men's boxer briefs featuring a specially designed, anti-ouch pouch.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20180312005801/en/>



Two years in the making, the all-new design's innovative U-shaped pouch and advanced soft, breathable fabrics create superior comfort and fit in the waist, crotch and legs. *Hanes* Comfort Flex Fit boxer briefs have launched nationwide in all distribution channels simultaneously – mass retailers, national mid-tier chains, department stores and online retailers.

Hanes expects to invest more than \$10 million in the development, design and marketing of Comfort Flex Fit boxer briefs, including a national television advertising campaign that launches Tuesday, March 13, and runs throughout the NCAA Men's Division I Basketball Tournament and 2018. The commercial features a kangaroo that showcases the "magic" of the pouch and the inspiration behind Comfort Flex Fit.

"Men love boxer briefs and comfort where it counts," said Howard Upchurch, group president, Innerwear Americas, at *Hanes*Brands. "*Hanes* is the leader in the boxer brief market and is offering consumers a trade-up product with premium comfort and innovative design at

Comfort Flex Fit boxer briefs are the latest innovation in comfort from *Hanes*. (Photo: Business Wire)

an affordable price of \$5-to-\$9 per pair. We've consumer-tested Comfort Flex Fit boxer briefs against high-end competitors that are up to 10 times the price and won. There's no need for consumers to pay \$50 for a great-fitting, premium pair of underwear."

Hanes Comfort Flex Fit boxer brief offers men the support of an underwear brief with the freedom of an underwear boxer. In addition to its crotch-loving pouch, the new line also features:

- Two advanced fabric choices – cotton blend with soft modal and spandex or lightweight, synthetic mesh made with polyester and spandex;
- Contoured, no-gap fly;
- No ride-up legs, hemmed to lay flat and for no show under clothes;
- Ergonomic shaped gusset for expanded support; and
- Improved wide waistband.

The Comfort Flex Fit underwear launch is the brand's largest since the successful introduction of premium X-Temp dynamic temperature control underwear and socks in 2013. *Hanes*' innovation strategy is to use its large scale, supply chain capabilities and brand strength to offer enhanced products at an accessible price for large numbers of consumers.

Boxer briefs are the largest segment of the men's underwear bottoms category, accounting for more than 60 percent of category sales, with briefs and boxers accounting for the remainder. *Hanes*, the No. 1 seller of boxer briefs, makes and sells more than 170 million pairs of the men's silhouette each year on average.

Comfort Flex Fit is available at Macy's, JCPenney, Kohl's, Target and Walmart and online at *Hanes*.com, Amazon and retailer websites. Suggested retail prices range from \$14.99 for a pack of three to \$36 for a pack of four, depending on retailer.

Hanes

Hanes, America's No. 1 apparel brand, is a leading brand of intimate apparel, underwear, sleepwear, socks and casual apparel. *Hanes* apparel may be found at leading retailer stores and websites nationwide and online direct to consumers at www.Hanes.com. *Hanes* is a flagship brand of Hanesbrands Inc. (NYSE: [HBI](#)).

HanesBrands

HanesBrands is a socially responsible leading marketer of everyday basic innerwear and activewear apparel in the Americas, Europe, Australia and Asia-Pacific. The company markets T-shirts, bras, panties, shapewear, underwear, socks, hosiery, and activewear under some of the world's strongest apparel brands, including *Hanes*, *Champion*, *Maidenform*, *DIM*, *Bali*, *Playtex*, *Bonds*, *JMS/Just My Size*, *Nur Die/Nur Der*, *L'eggs*, *Lovable*, *Wonderbra*, *Berlei*, *Alternative*, *Bras N Things* and *Gear for Sports*. More information about the company and its award-winning corporate social responsibility initiatives may be found at www.Hanes.com/corporate. Connect with HanesBrands via social media on Twitter ([@HanesBrands](#)) and Facebook (www.facebook.com/hanesbrandsinc).

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