
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

**Pursuant to Section 13 OR 15(d) of the
Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): October 3, 2012

Hanesbrands Inc.

(Exact name of registrant as specified in its charter)

Maryland
(State or other jurisdiction
of incorporation)

001-32891
(Commission
File Number)

20-3552316
(IRS Employer
Identification No.)

1000 East Hanes Mill Road
Winston-Salem, NC
(Address of principal executive offices)

27105
(Zip Code)

Registrant's telephone number, including area code: (336) 519-8080

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 7.01. Regulation FD Disclosure

On October 3, 2012, Hanesbrands Inc. (the “Company”) issued a press release reaffirming its 2012 earnings, sales and financial guidance for continuing operations. A copy of the press release is attached as Exhibit 99.1 to this Current Report on Form 8-K.

The Company is scheduled to present at the Telsey Advisory Group’s 3rd Annual Fall Consumer Conference in Las Vegas from 1:55 to 2:40 p.m. EDT (10:55 to 11:40 a.m. PDT) on Wednesday, October 3, 2012. The presentation will be broadcast live via webcast accessible through the HanesBrands corporate website, www.hanesbrands.com. A copy of the presentation materials to be used in connection with the presentation is attached hereto as Exhibit 99.2 to this Current Report on Form 8-K.

Exhibits 99.1 and 99.2 are being “furnished” and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934 (the “Exchange Act”), nor shall Exhibits 99.1 or 99.2 be deemed incorporated by reference in any filing under the Securities Act of 1933 (the “Securities Act”) or the Exchange Act, except as shall be expressly set forth by specific reference in such filing.

Exhibit 99.2 contains disclosures about free cash flow and debt-to-EBITDA leverage ratio, which are considered non-GAAP financial measures. The Company has chosen to provide these measures to investors to enable additional analyses of past, present and future operating performance and as a supplemental means of evaluating the Company’s operations. This non-GAAP information should not be considered a substitute for financial information presented in accordance with GAAP and may be different from non-GAAP or other pro forma measures used by other companies.

Statements in this Current Report on Form 8-K and accompanying exhibits that are not statements of historical fact, including those regarding the Company’s future financial results, are forward-looking statements within the meaning of Section 27A of the Securities Act and Section 21E of the Exchange Act. These forward-looking statements are made only as of the date of this report and are based on the Company’s current intent, beliefs, plans and expectations. They involve risks and uncertainties that could cause actual future results, performance or developments to differ materially from those described in or implied by such forward-looking statements. These risks and uncertainties include the risks identified from time to time in the Company’s most recent Securities and Exchange Commission reports, including the 2011 Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K, registration statements, press releases and other communications. The Company undertakes no obligation to update or revise forward-looking statements to reflect changed assumptions, the occurrence of unanticipated events or changes to future operating results over time, other than as required by law.

Item 9.01. Financial Statements and Exhibits

(d)	<u>Exhibits</u>	
	Exhibit 99.1	Press release dated October 3, 2012
	Exhibit 99.2	Presentation of Hanesbrands Inc. dated October 3, 2012

Exhibits

Exhibit 99.1
Exhibit 99.2

Press release dated October 3, 2012
Presentation of Hanesbrands Inc. dated October 3, 2012

HanesBrands
1000 East Hanes Mill Road
Winston-Salem, NC 27105
(336) 519-8080

HANES Brands Inc
news release

FOR IMMEDIATE RELEASE

News Media, contact:
Analysts and Investors, contact:

Matt Hall, (336) 519-3386
Charlie Stack, (336) 519-4710

HANESBRANDS REAFFIRMS 2012 GUIDANCE IN CONJUNCTION WITH PRESENTATION AT TELSEY ADVISORY GROUP CONSUMER CONFERENCE

WINSTON-SALEM, N.C. (Oct. 3, 2012) – HanesBrands (NYSE:HBI) announced today that it is reaffirming its 2012 earnings, sales and financial guidance in conjunction with investor meetings and a management presentation today at the Telsey Advisory Group's 3rd Annual Fall Consumer Conference in Las Vegas.

Hanes has reaffirmed its full-year guidance based on consumer and retail market trends through mid- to late September, including the primary back-to-school selling period. The company expects 2012 earnings per diluted share for continuing operations of \$2.50 to \$2.60, net sales of \$4.52 billion to \$4.57 billion, and free cash flow of \$400 million to \$500 million.

Hanes' current 2012 investor slide presentation, which summarizes historical financial performance and strategies for brand building, product innovation, supply chain and cash flow, is available for review or download in the investors section of the Hanes corporate website, www.HanesBrands.com.

Hanes Chairman and Chief Executive Officer Richard A. Noll will meet with investors today at the Telsey conference and will make a presentation from 1:55 to 2:40 p.m. EDT (10:55 to 11:40 a.m. PDT). The live webcast of the presentation, including accompanying slides, may be accessed via the Hanes corporate website. Access to archived audio and slide files will be available via links in the investors section of the Hanes corporate website for 90 days after the presentation.

Cautionary Statement Concerning Forward-Looking Statements

Statements in press releases, made at investor conferences, or contained in certain other written, electronic and oral communications that are not statements of historical fact are forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including those regarding the company's financial results, the company's long-term goals, and trends associated with the company's business. These forward-looking statements, if made, are based on current intent, beliefs, plans and expectations, and involve risks and uncertainties that could cause actual future results, performance or developments to differ materially from those described in or implied by such forward-looking statements. The company cautions investors not to place undue reliance on any forward-looking statements and encourages investors to review

risk factors contained in the company's most recent Securities and Exchange Commission reports, including our annual report on Form 10-K, quarterly reports on Form 10-Q, current reports on Form 8-K, registration statements, press releases and other communications, as well as in the investors section of our corporate website at <http://tiny.cc/HanesBrandsIR>. The company undertakes no obligation to update or revise forward-looking statements to reflect changed assumptions, the occurrence of unanticipated events or changes to future operating results over time.

HanesBrands

HanesBrands is a socially responsible leading marketer of everyday basic apparel under some of the world's strongest apparel brands, including *Hanes*, *Champion*, *Playtex*, *Bali*, *JMS/Just My Size*, *barely there*, *Wonderbra* and *Gear for Sports*. The company sells T-shirts, bras, panties, men's underwear, children's underwear, socks, hosiery, casualwear and activewear produced in the company's low-cost global supply chain. Ranked No. 512 on the Fortune 1000 list, Hanes has approximately 53,300 employees in more than 25 countries and takes pride in its strong reputation for ethical business practices. Hanes is a U.S. Environmental Protection Agency Energy Star 2012 Sustained Excellence Award winner and 2010 and 2011 Partner of the Year. The company ranks No. 152 on Newsweek magazine's list of Top 500 greenest U.S. companies. More information about the company and its corporate social responsibility initiatives, including environmental, social compliance and community improvement achievements, may be found on the Hanes corporate website at www.hanesbrands.com.

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Investor Presentation 2012

Updated October 3, 2012



HANES *Brands Inc*

Forward-looking Statements and Continuing Operations

These presentation slides and the related presentation include forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements include all statements that do not relate solely to historical or current facts, and can generally be identified by the use of words such as "may," "believe," "will," "expect," "project," "estimate," "intend," "anticipate," "plan," "continue" or similar expressions. Forward-looking statements inherently involve many risks and uncertainties that could cause actual results to differ materially from those projected in these statements. Where, in any forward-looking statement, we express an expectation or belief as to future results or events, such expectation or belief is based on the current plans and expectations of our management and expressed in good faith and believed to have a reasonable basis, but there can be no assurance that the expectation or belief will result or be achieved or accomplished. The following include some but not all of the factors that could cause actual results or events to differ materially from those anticipated:

- current economic conditions, including consumer spending levels and the price elasticity of our products;
- the impact of significant fluctuations and volatility in various input costs, such as cotton and oil-related materials, utilities, freight and wages;
- the highly competitive and evolving nature of the industry in which we compete;
- the loss of or material reduction in sales to any of our top customers;
- our ability to successfully manage social, political, economic, legal and other conditions affecting our domestic and foreign operations and supply-chain sources;
- our debt and debt service requirements that restrict our operating and financial flexibility and impose interest and financing costs; and
- other risks identified from time to time in our most recent Securities and Exchange Commission reports, including our annual report on Form 10-K, quarterly reports on Form 10-Q and current reports on Form 8-K, registration statements, press releases and other communications.

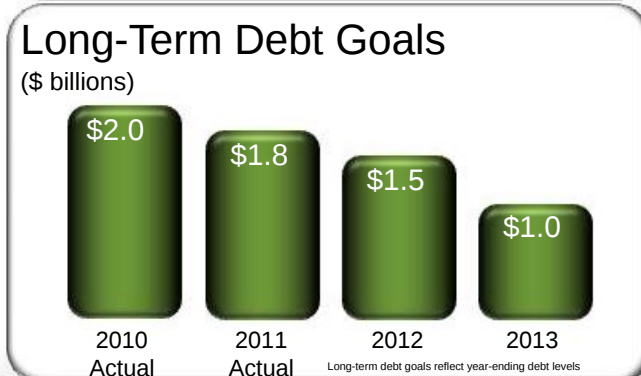
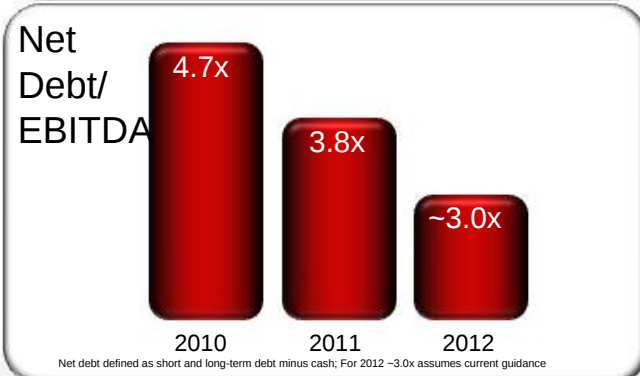
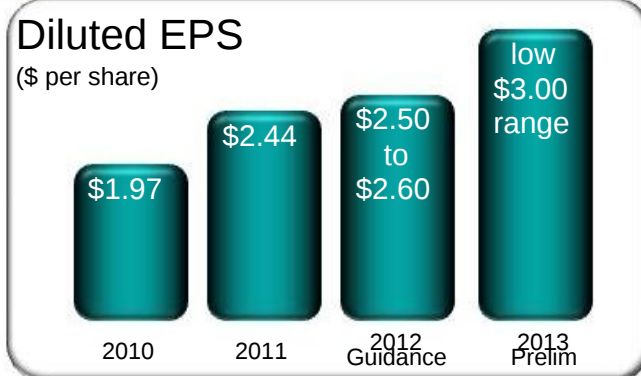
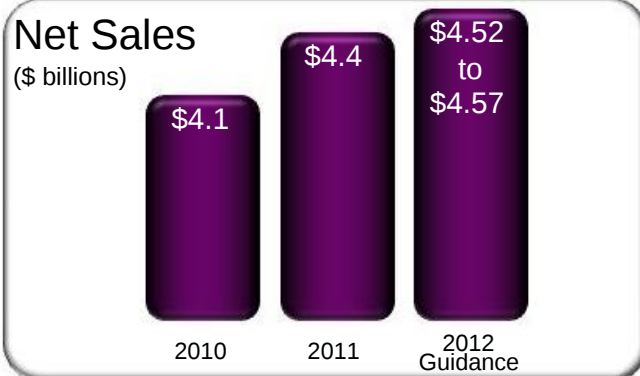
Except as required by law, we undertake no obligation to update or revise forward-looking statements to reflect changed assumptions, the occurrence of unanticipated events or changes to future operating results over time.

In the second quarter of 2012, the company announced exiting certain international and domestic imagewear businesses that are all now classified as discontinued operations. Unless otherwise noted, all financial results in this presentation are GAAP measures for continuing operations. Information on discontinued operations and financial results for prior-period continuing operations is available in the investors section of the company's corporate website, <http://tiny.cc/HanesBrandsIR>, and is also available in the company's second quarter 2012 Form 10-Q filing.



HANES Brands Inc

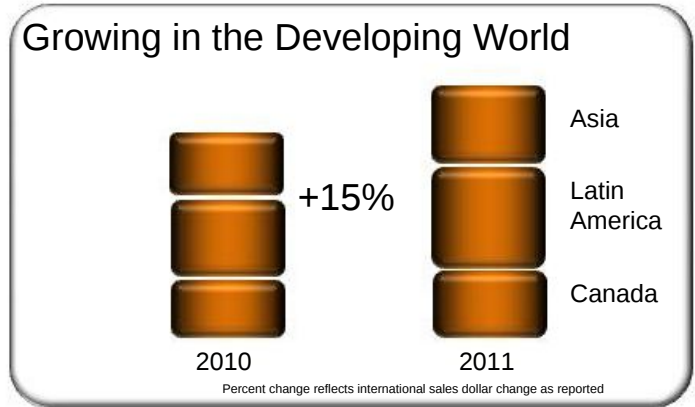
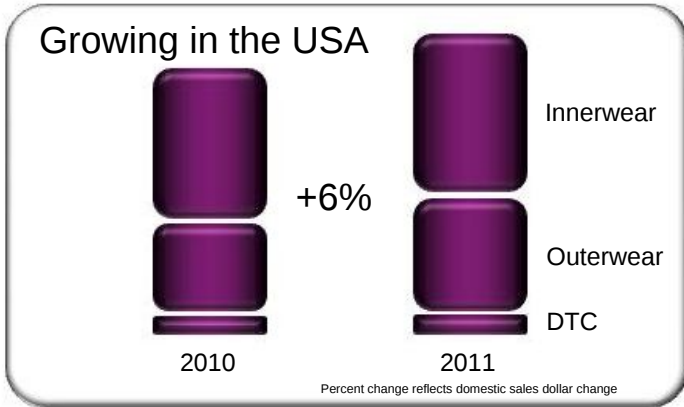
HanesBrands' financial performance has improved since the recession with both net sales and diluted EPS increasing and leverage decreasing. While a mid-cap consumer company, we have two brands with more than a billion dollars in sales at retail with global potential to drive future growth.



For reconciliation to GAAP, please see press releases dated January 27, 2011, February 15, 2012, July 31, 2012 and our other public filings, all of which are available under the "Investor" tab on our website at www.hanesbrands.com



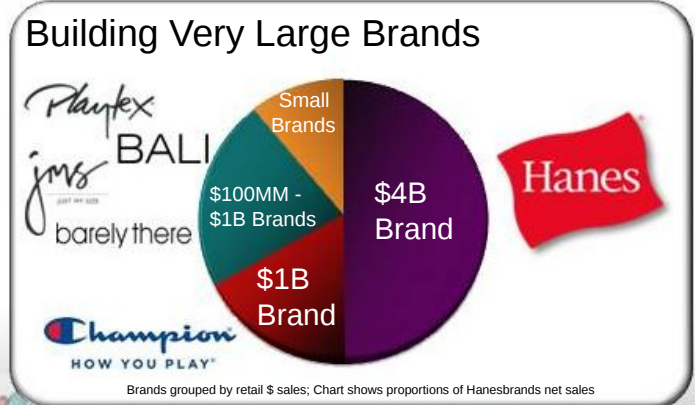
HanesBrands is growing and gaining share throughout the Americas and Asia by leveraging its very large brands



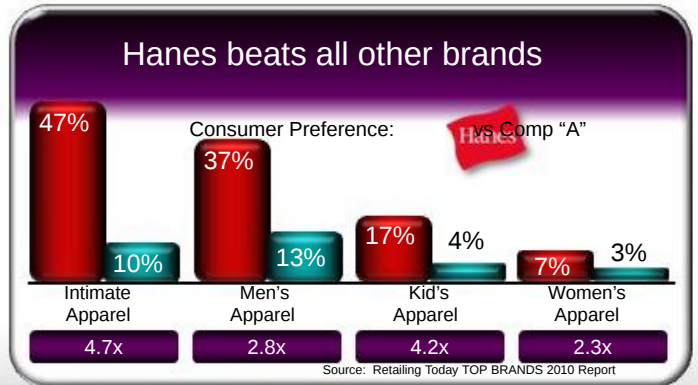
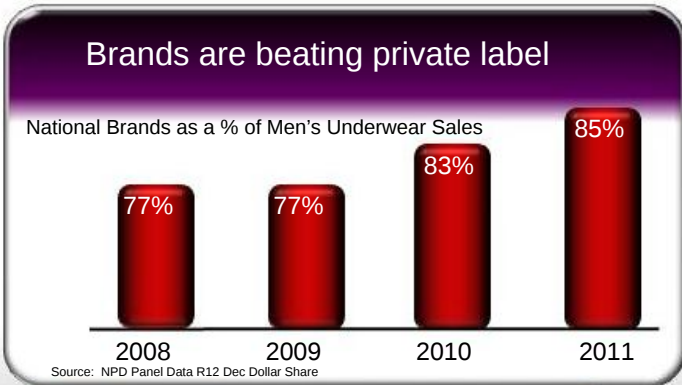
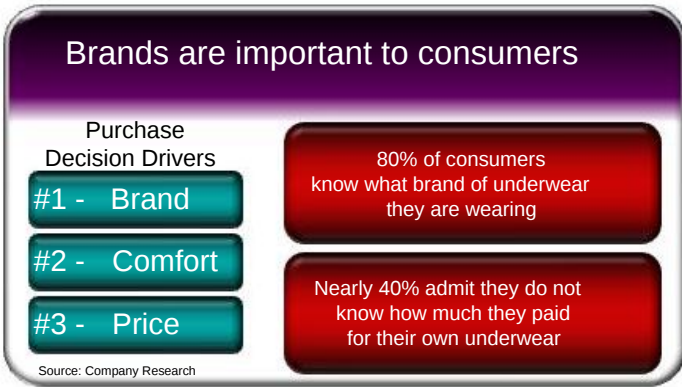
Gaining Share

	2005	2011
Men's Underwear	#1	#1
Bras	#2	#1
Panties	#2	#1
Socks	#1	#1
Sheer Hosiery	#1	#1

Source: NPD Group/Consumer Tracking Service, R12 Dec. Unit Share



Consumers demand brands in our categories. For example, consumers value brands much more than price in men's underwear, and the category exhibits characteristics similar to other highly branded categories such as toothpaste and razors.



We have four strategies to drive profitable growth

1. Leverage brands and product innovation to drive profitable growth



Drive higher-priced, higher-margin products
Address consumer needs with continual product innovation

2. Use our brand strength to fill distribution voids in the US

	Total Stores	Walmart	Target	Kohl's	JCPenney	Kmart	Macys	Outlet Stores
Intimate Apparel	#1							
Male Underwear	#1							
Socks	#1							
Hosiery	#1							
Casualwear	#1							
Activewear	#1							

Our goal is to not only be #1 in every category in which we compete, but to be #1 in every sub-category, and at every account

Source: NPD Group/Consumer Tracking Service, R12 Dec 2011

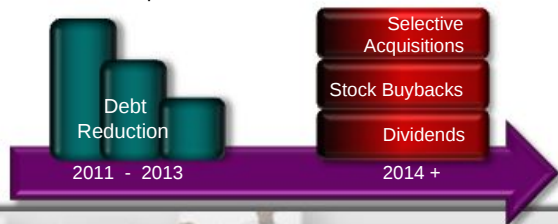
3. Leverage our global supply chain and overhead to improve margins



More volume equals lower cost
Serves 90%+ of Global GDP in a trade-advantaged manner

4. Deploy our cash flow to maximize returns to shareholders

After reducing debt, our flexible capital structure enables us to make bolt-on acquisitions or return cash to shareholders



HANES Brands Inc

Future Outlook– as of October 3, 2012

2012 Guidance

- Full-year net sales are expected to be \$4.52 billion to \$4.57 billion, approximately 2 percent to 3 percent over last year
- Full-year diluted EPS is expected to be in the range of \$2.50 to \$2.60 versus last year's diluted EPS of \$2.44
- Free cash flow is projected to be in the range of \$400 million to \$500 million
- Expected long-term bond debt for year-ending 2012 is \$1.5 billion

2013 Preliminary

- Full-year diluted EPS is expected to be in the low \$3.00 range
- Expect to prepay the \$500 million of 8 percent fixed rate notes leaving long-term bond debt for year-ending 2013 at \$1 billion

Guidance Assumptions, GAAP Reconciliation and Discontinued Operations

Please see press releases dated October 3, 2012, September 5, 2012, July 31, 2012 and April 19, 2012 and our other public filings, all of which are available under the "Investor" tab on our website at www.hanesbrands.com



HANES Brands Inc