



For Immediate Release

Gildan launches " I Support..." Program

Gildan is pleased to announce the launch of an innovative program called "I Support...". Charities across North America are struggling to maintain revenues necessary to continue their great work. As part of our overall Genuine Stewardship, the " I Support..." program will award a selected charity up to \$100,000 and is designed to create awareness of the importance of charitable donations and volunteerism within our industry.

The " I Support..." program will ask participants to submit the names of the charities they personally support and the reasons those charities are making a GENUINE positive impact on their communities. These stories, initially gathered at industry trade shows, will be posted on genuinegildan.com where visitors will be able to vote for their favorite stories and charities, and share their interest through various social media sites.

At the end of April, the votes will be accumulated and a mathematical formula will be applied to select the "Top 10" charities. An independent panel of judges will then review the Top 10 charities, and assess the charities work as well as the quality of the stories supporting them against the core values of Gildan Genuine Stewardship.

The amount donated will be equal to 1% of the profits (up to \$100,000) generated from now until the 30th of June from the sale of style 2000 Ultra Cotton Adult T-shirts in the 9 colors contained in the Genuine Collection of colors.

At Gildan, we believe we all have a responsibility to make a positive impact on our environment, people and communities. Gildan is committed to delivering great quality apparel while adopting sustainable and ethical stewardship practices in what we call Genuine Stewardship.

We invite you to find out more about the " I Support..." campaign by visiting our booth at the upcoming Long Beach ISS show. You can also register your own charity and support people's stories at genuinegildan.com. Join us today and help us make a Genuine positive impact on the world.

Please feel free to contact me personally if you have any additional questions regarding this innovative program.

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