

H*b*I

HANES*brands*INC



WE ARE

what you wear

Corporate
Overview

Strong apparel brands known the world over



barely there

Wonderbra



恒适

体贴世界 恒适百年

Discover the world of Hanesbrands

Hanesbrands is a **STRONG AND RESPONSIBLE GLOBAL**

APPAREL COMPANY focused on driving profitable

growth, enhancing efficiency, and investing to

continually create value. We have some of

the most **POWERFUL CONSUMER BRANDS** and

RESPECTED PRODUCTS in our industry. And

our **HIGHLY SKILLED AND COMMITTED TEAM OF EMPLOYEES**

keeps us competitive around the globe. I'm confident

you'll like what you find as you explore the world of

Hanesbrands. –Richard A. Noll, CEO



The world of Hanesbrands



REVENUE: \$4.5 billion (2007) **EMPLOYEES:** approximately 50,000 in 100+ facilities and offices in more than 25 countries **PRODUCTS:** we sell more than 2 billion socks, T-shirts, bras, underwear, hosiery, fleece and activewear products combined each year **CUSTOMERS:** our customers include the largest mass-merchandise, mid-tier, department-store and club-store retailers in the world. We also sell directly to consumers via catalogs, the Internet and company retail stores **BRANDS:** we have big, strong brands that are some of the largest in consumer packaged goods: sales at retail, \$4.5 billion+ (Hanes); \$1.5 billion (Champion); \$500 million (Playtex and Bali); \$200 million+ (barely there and L'eggs); and \$100 million+ (Wonderbra) **MARKETS:** North and South America, Europe and Asia.



SELL MORE We drive profitable growth by offering consumers the brands and products they love and trust. That's why our products can be found in nearly 9 of 10 American households.



SPEND LESS

We are reducing costs, improving flexibility and providing great service by integrating our organization and leveraging our size and global reach. Most of our supply chain is outside the United States. In addition to our more than 35 international sewing and production plants, we have opened textile plants in the Caribbean and Central America.



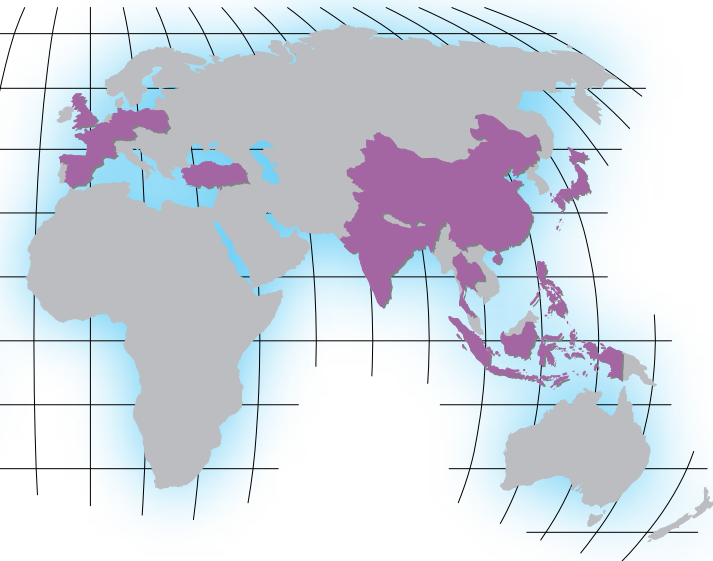
Hanesbrands' strategies to sell more, spend less and generate cash are linked to results and goals



LONG-TERM GROWTH GOALS

REVENUES	1 TO 3% ANNUALLY, EXCLUDING ACQUISITIONS
OPERATING PROFIT*	6 TO 8% ANNUALLY
EARNINGS PER SHARE*	ANNUAL DOUBLE-DIGIT GROWTH

*Operating profit and earnings per share excluding one-time actions and restructuring, which are not generally accepted accounting principle measures



GLOBAL BALANCE

Hanesbrands is expanding in Asia. We sell our products in Japan, China, India and elsewhere, and we are building our Asian manufacturing and sewing network, including a textile plant in China, to balance our operations between Asia and the Western Hemisphere.

GENERATE CASH

Consumers buy our products frequently, which means we generate strong, consistent cash flow. Our first priority is to invest cash to build a stronger business, and we use our ample excess cash to generate additional value for investors.





OPERATE GLOBALLY, HIRE LOCALLY

When you operate in more than 25 countries, location is everything. From the top down, our modern facilities and offices are staffed with the best people from the local communities, countries and regions in which we operate. A diverse workforce with a team-oriented, goal-driven culture gives Hanesbrands a competitive advantage for success.



WORLD-CLASS EMPLOYEES, WORLD-CLASS ADVANTAGE

A world-class apparel company full of opportunities for leadership, professional growth and economic rewards

At Hanesbrands, we're proud of the company we keep. Product developers envision. Designers create. Operators spin, knit and sew. Marketers build brands. Customer managers sell. Finance, information technology, purchasing, and other corporate departments all do their part. Opportunities abound. Every day, our team of approximately 50,000 employees – more than 75 percent of whom are outside the United States – weaves the fabric of success all over the world.



TEAMWORK Our open, collaborative and inclusive work environment allows employees to grow professionally and contribute to the success of our company in a dynamic and fast-paced industry.





COMFORT INNOVATOR

Hanes comfort is found in nearly 9 of 10 American households. From tagless underwear and T-shirts to ComfortSoft waistbands and fabrics to Comfort Fit bras, panties, underwear and socks, *Hanes* is the comfort leader.

Some of the most popular celebrities, such as Jennifer Love Hewitt, Michael Jordan and Cuba Gooding Jr., have taken comfort starring in *Hanes* "Look Who" advertising.



**LOOK
WHO
WE'VE
GOT
OUR
HANES
ON
NOW**



MAKING THE WORLD MORE COMFORTABLE

*Delivering superior comfort,
Hanes is the favorite apparel brand
of men, women and children*

Hanes sells more apparel products than any other brand in America. *Hanes* has retail sales of more than \$4.5 billion, which makes it one of only a handful of multibillion-dollar American consumer-packaged-goods brands. *Hanes* is also sold in more than 40 other countries. Comfort is a worldwide apparel language.





Champion

ENJOYING SPORT AND FITNESS AS PART OF LIFE

A growing leader in activewear, Champion knows How You Play

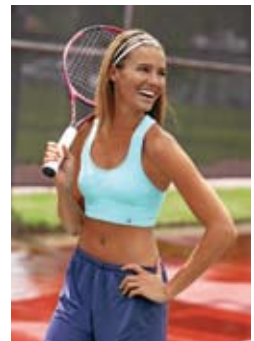
Champion connects with millions of consumers who recognize that the active life isn't just for hardcore athletes – it's for everyone else, too. Champion is the No. 1 brand in the collegiate market and is a preferred brand of physically active consumers seeking everyday style, performance and value.

WINNING TEAM

Champion is a strong team player. Champion is the official activewear of Disney's Wide World of Sports Complex, home of Champion Stadium. Champion products are available nationwide at sporting good retailers, and C9 by Champion products are exclusively available at Target.



WORLD CHAMPIONS Launched in Japan more than a decade ago and in China in 2006, Champion helps consumers both relax and play around the globe.



Hanesbrands sells more bras and panties than any other American company

Here's why. We have some of the strongest intimate apparel brands in the world. In addition to *Hanes*, we have *Playtex*, America's most trusted bra brand, which offers superior fit for all women, all ages and all sizes. *Bali* is the No. 1 department store intimate apparel brand. With *barely there*, the name says it all. *Wonderbra* is the original push-up bra, while *Just My Size* serves the plus-size market.



INVESTING IN MARKETING

New advertising and marketing campaigns supporting new and core products for *Bali* and *Playtex* are connecting with consumers. The launch of the *Bali* Concealers bra collection has been one of the largest in the brand's history. *Playtex*, the first bra brand to advertise on television, is also taking advantage of the Internet, creatively reaching millions of online consumers.

BALI

Playtex





THE FIT TEAM It takes a team of experts to make a bra fit – from consumer research to product design and development to manufacturing execution to retailer coordination. The average bra has approximately 45 parts, and it takes every one to get the fit right. Our intimate apparel teams have hundreds of members, and it takes each member to succeed.



The common ethical thread running through our culture

As an international pioneer of corporate social responsibility, we are proud of our global reputation for conducting business in a highly ethical and socially responsible manner. We are committed to ensuring that our facilities, and those of our suppliers, provide employees and communities with a safe and humane work environment. And from day one, every employee is expected to follow a rigorous set of ethical business standards. These commitments along with our long history of facility compliance monitoring, environmental stewardship and community support, make the fabric of our caring culture.



LEAVE THE WORLD CLEANER THAN YOU FOUND IT

Like all of our textile plants around the world, our Hanesbrands Dos Rios Textiles plant in the Dominican Republic uses a state-of-the-art wastewater treatment system that adheres to the best global environmental practices.

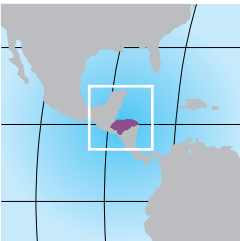
HANESBRANDS GLOBAL BUSINESS STANDARDS

Published in eight languages, our global business standards establish the responsibilities we have to ourselves, to our fellow employees, to our consumers, to our stockholders, to our business partners, and to our communities. Read them at www.hanesbrands.com (Values).





EMPLOYEES WHO CARE Look closely at our employees and you'll discover philanthropic feats that rival their professional accomplishments. In 2007, employees from the United States and Canada joined more than 200 of their Honduran colleagues to transform a school and orphanage in the mountains of Honduras. In the Dominican Republic, six months after expanding and refurbishing a local hospital, our employees fed and sheltered fellow citizens devastated by Tropical Storm Noel. In the United States, employees raised more than \$1.9 million for the United Way, mentored local students, and adopted several international families for the holidays. In opposite corners of the world or in their own, Hanesbrands employees are caring and helping.



HANES*brands*INC

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DIRECT TO CONSUMERS

It's easy to buy comfortable, good-looking and affordable Hanesbrands apparel products. In addition to leading retailers, consumers may purchase products from our catalogs, our commercial Web sites, and more than 200 company-owned stores across the United States. Buy our products online at hanes.com, onehanesplace.com, championusa.com, and jms.com (*Just My Size*). To receive our catalogs, call toll-free (800) 671-1674.



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