

September 17, 2013



Delta Apparel Appoints Rod McGeachy as President of Soffe

GREENVILLE, S.C.--(BUSINESS WIRE)-- Delta Apparel, Inc. (NYSE MKT: DLA) is pleased to announce that Rod McGeachy will be joining Delta Apparel as President of the Company's Soffe division, effective September 17, 2013.

Rod brings a tremendous amount of relevant experience to Soffe, most recently serving as Chairman and CEO of Tandy Brands Accessories. Prior to Tandy Brands, Rod was with VF Corporation where he served as Vice President of Strategy and Business Development for their corporate strategy team as well as VF's Jeanswear Coalition. Before joining VF, Rod served as Vice President of Marketing for the Russell Corporation. Earlier in his career, he held positions at Accenture as Manager of their Strategy Practice. Rod began his career with Hanes, serving in sales and marketing roles.

Steve Cochran, President and Chief Operating Officer of Delta Apparel comments, "We believe Rod will be an excellent addition to the Soffe and Delta Apparel team. Rod brings a unique and pertinent skill set to the Soffe business, with expertise in building and managing business and brand strategy as well as operating businesses that are in evolution and change. We are excited to have Rod join Soffe and know that he will be instrumental in helping continue to improve upon the great progress and work that has been made by the team over the past several months."

About Delta Apparel, Inc.

Delta Apparel, Inc., along with its operating subsidiaries, M. J. Soffe, LLC, Junkfood Clothing Company, To The Game, LLC and Art Gun, LLC, is an international apparel design, marketing, manufacturing, and sourcing company that features a diverse portfolio of lifestyle basic and branded activewear apparel and headwear, and produces high quality private label programs. The Company specializes in selling casual and athletic products through a variety of distribution channels, including specialty stores, boutiques, department stores, mid-tier and mass chains. From a niche distribution standpoint, the Company also has strong distribution at college bookstores and the U.S. military. The Company's products are made available direct-to-consumer on its websites at www.soffe.com, www.junkfoodclothing.com, www.saltlife.com and www.deltaapparel.com. The Company's operations are located throughout the United States, Honduras, El Salvador, and Mexico, and it employs approximately 7,000 people worldwide. Additional information about the Company is available at www.deltaapparelinc.com.

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