

June 29, 2018



## Salt Life Lager Hits Shelves in Florida

### The lifestyle brand's new craft beer now available in Jacksonville, Tampa and Miami markets

GREENVILLE, S.C., June 29, 2018 (GLOBE NEWSWIRE) -- Delta Apparel, Inc. (NYSE American:DLA), a leading provider of basic and branded apparel, headwear and related accessories, today announced the launch of Salt Life Lager, now available in Florida stores. Republic National Distributing Company, one of the nation's leading wholesale alcohol beverage distributors, is now marketing and selling Salt Life Lager into the Jacksonville, Tampa and Miami markets, with plans to distribute statewide in the coming months. Salt Life Lager is crisp and refreshing with a 4.5% ABV, 17 IBU and a 4-5 on the Lovibond® color scale.

"Salt Life Lager is the perfect accompaniment to the Salt Life lifestyle," Salt Life President Jeff Stillwell said. "We are not just an apparel brand. Salt Life embodies the lifestyle of people who love to be on the water, whether it's surfing, diving, paddle boarding or enjoying a day at the beach. We believe we have developed a superior beer for everyone to enjoy while living the salt life."

Salt Life continues to expand its brand reach, with a new retail store in Daytona Beach, Florida, and another soon to open in Tampa, Florida. The brand's newest licensee will debut the first Salt Life ladies swimwear line at the 36th Annual Swim Show scheduled for July 14-17 in Miami, Florida. Salt Life has also recently signed several additions to Team Salt Life, an elite group of athletes and sportsmen who represent the best in surfing, fishing, diving and more.

Robert W. Humphreys, Chairman and Chief Executive Officer of Delta Apparel, Inc., commented, "Although we originally targeted a Labor Day weekend launch for Salt Life beer, we are delighted to be able to move up the launch to the Fourth of July weekend with the hard work of our management team and business partners. This is another important milestone in our development of Salt Life into a true lifestyle brand."

#### About Salt Life

Salt Life is an authentic, aspirational and lifestyle brand that embraces those who love the ocean and everything associated with living the "Salt Life." Founded in 2003 by four avid watermen from Jacksonville Beach, Florida, the Salt Life brand has widespread appeal with ocean enthusiasts worldwide. From fishing, diving and surfing, to beach fun and sun-soaked relaxation, the Salt Life brand says, "I live the Salt Life." Numerous professional athletes, sportsmen and other ambassadors in the fishing, surfing, diving, rock, pop and country music worlds have an alliance with the brand through cross-marketing partnerships (<https://www.saltlife.com/athletes/>). The brand is visible in areas across the media, sports and popular culture landscapes, including music videos, national tour sponsorships, fishing and outdoors-related television shows, professional auto-racing events, the Netflix series "Bloodline," and Salt Life's popular YouTube channel. From its first merchandise offerings in 2006, Salt Life has grown with distribution in surf shops, specialty stores, department stores and sporting goods retailers. Salt Life products are also available to consumers at [www.saltlife.com](http://www.saltlife.com) and at Salt Life's various branded retail stores, including locations in Huntington Beach, California, Columbus, Georgia, and Daytona Beach, Florida. The brand's flagship store is located in Jacksonville Beach, Florida, where the term "Salt Life" was coined over 15 years ago.

#### About Delta Apparel, Inc.

Delta Apparel, Inc., along with its operating subsidiaries, Salt Life, LLC, M. J. Soffe, LLC, and DTG2Go, LLC, is an international design, marketing, manufacturing, and sourcing company that features a diverse portfolio of lifestyle basic and branded activewear apparel, headwear and related accessories. The Company specializes in selling casual and athletic products across distribution tiers, including specialty stores, boutiques, department stores, mid-tier and mass chains, and the U.S. military. The Company's products are also made available direct-to-consumer on its websites at [www.saltlife.com](http://www.saltlife.com), [www.coastapparel.com](http://www.coastapparel.com), [www.soffe.com](http://www.soffe.com) and [www.deltaapparel.com](http://www.deltaapparel.com). The

Company's operations are located throughout the United States, Honduras, El Salvador, and Mexico, and it employs approximately 7,500 people worldwide. Additional information about the Company is available at [www.deltaapparelinc.com](http://www.deltaapparelinc.com).

**Cautionary Note Regarding Forward-Looking Statements**

This press release may contain "forward-looking" statements that involve risks and uncertainties. Any number of factors could cause actual results to differ materially from anticipated or forecasted results, including, but not limited to, the factors set forth in the "Risk Factors" contained in our Annual Reports on Form 10-K filed with the Securities and Exchange Commission. Except as may be required by law, Delta Apparel, Inc. expressly disclaims any obligation to update these forward-looking statements to reflect events or circumstances after the date of this press release or to reflect the occurrence of unanticipated events.

Company Contact:

Deborah Merrill  
Chief Financial Officer  
(864) 232-5200 x6620

Investor Relations Contact:

Sally Wallick, CFA  
(404) 806-1398  
[investor.relations@deltaapparel.com](mailto:investor.relations@deltaapparel.com)



Source: Delta Apparel, Inc.