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## **Delta Apparel Creates Customer Link With Internet Business**

ATLANTA--(BUSINESS WIRE)--Jan. 26, 2001--Delta Apparel, Inc. (AMEX: DLA) announces the launch of its new, robust customer-friendly Internet site.

The site is currently being rolled out to the company's field sales representatives for their use, and will be activated on February 2nd for general industry access at [www.deltaapparel.com](http://www.deltaapparel.com). The site has many features that set Delta Apparel apart from its competitors and will establish the company as a leader in customer partnership via the Internet.

"Our new site gives us a strategic edge over our competition and supports our multi-channel growth strategy," said Bob Humphreys, President and CEO. "We considered our customer in every aspect of the new site. Our customer will be able to quickly check their order status, account information, stock availability, and place an order."

"We are now able to bring our brand as well as our merchandise to the Internet and realize expanded sales opportunities," said Steve Upchurch, Vice President of Sales and Marketing. "The site also highlights the distributors that carry our product line and the field sales representatives that can provide personal service."

The integration with customer service, inventory and shipping systems was a key driver in the effort to create an Internet customer link that provides top notch customer service information. It complements the personal service provided via telephone from account assigned customer service specialists. Orders entered by both customer service specialists and via the Internet are all immediately available for order status and tracking.

The features of the new site include:

- Order status - provides information about current and completed orders
- Order tracking - provides customers with UPS, Federal Express, or other carrier shipment tracking numbers with direct links to UPS and Federal Express so shipments can be tracked door to door
- Order confirmation automation - sends an email confirming the receipt and processing of each order
- Ship confirmation automation - sends an email notifying the customer when their order has been shipped from our warehouse
- Inventory availability - shown before order is placed

- Advanced search functionality - allows for easy site navigation to search for specific styles, product features and colors
- Secure - individually assigned user account codes for one or many users within a company

"The site provides real-time information in an easy to use format so our customers will have the information they need to run their business more efficiently," said Charles Sutlief, Vice President and CIO. "Along with our knowledgeable phone based customer service representatives the site will set Delta Apparel's total customer service offering as the most advanced and convenient in the industry. Additionally, the site is very scalable and can grow as our business grows."

Statements in this press release that are not reported financial results or other historical information are forward-looking statements. These are based on Delta Apparel's expectations and are necessarily dependent upon assumptions, estimates and data that the Company believes are reasonable and accurate but may be incorrect, incomplete or imprecise. Forward-looking statements are also subject to a number of business risks and uncertainties, any of which could cause actual results to differ materially from those set forth in or implied by the forward-looking statements. These risks and uncertainties include, among others, changes in the retail demand for apparel products, the cost of raw materials, competitive conditions in the apparel and textile industries, the relative strength of the United States dollar as against other currencies, changes in United States trade regulations and the discovery of unknown conditions (such as with respect to environmental matters and similar items). Accordingly, any forward-looking statements do not purport to be predictions of future events or circumstances and may not be realized. The Company does not undertake to publicly update or revise the forward-looking statements even if it becomes clear that any projected results will not be realized.

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