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## **Delta Apparel Announces New Board Member**

DULUTH, Ga.--(BUSINESS WIRE)--Aug. 15, 2003--Delta Apparel, Inc. (AMEX:DLA) has appointed David Peterson to the Board of Directors effective August 14, 2003.

Dave is currently the Chairman and Chief Executive Officer of The North Highland Company, a management and technology consulting services firm based in Atlanta, Georgia. Dave holds a BS in Economics from the Wharton School, University of Pennsylvania and an MBA in Finance from the University of Florida. He has over thirty years of business experience, including assisting large multi-national enterprises, small entrepreneurial and medium sized organizations improve their businesses.

Delta Apparel, Inc. is a vertically integrated manufacturer and marketer of high quality knit apparel. The Company specializes in selling undecorated T-shirts, golf shirts and tank tops to screen printers, private label accounts and distributors. Delta Apparel has operations in six states, two company-operated sewing facilities in Honduras and one company-operated sewing facility in Mexico. The Company employs about 3,200 worldwide.

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SOURCE: Delta Apparel, Inc.