

April 29, 2004



Delta Apparel Increases Dividend Payment

DULUTH, Ga.--(BUSINESS WIRE)--April 29, 2004--Delta Apparel, Inc. (AMEX: DLA) announces today that in a meeting held on April 28, 2004, the Board of Directors approved a 17% increase in its regular quarterly dividend. The Board declared a dividend of seven cents per common share of stock payable May 24, 2004 to shareholders of record as of the close of business on May 12, 2004. This dividend was declared pursuant to the Company's previously announced quarterly dividend program, which the Company may amend or terminate at any time.

Robert W. Humphreys, President and CEO, commented, "We are encouraged by the record sales and earnings Delta Apparel achieved in its first full quarter with M. J. Soffe. These strong business results allowed us to increase the dividend payable to our shareholders to further reward them for their continued investment in Delta Apparel."

Delta Apparel, Inc., along with its wholly owned subsidiary M. J. Soffe Co., is a vertically integrated marketer, manufacturer and distributor of high quality branded and private label activewear apparel. The Company specializes in selling a variety of branded casual and athletic activewear tops and bottoms, unembellished T-shirts, and fleece products for the ever-changing apparel market. These products are sold to screen printers, private label accounts and distributors, as well as being sold through specialty sporting goods stores and department stores. In addition, certain products are sold in college bookstores and to the U.S. Military. Delta Apparel has operations in the United States, Honduras, Mexico and Costa Rica and employs about 4,600 worldwide.

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SOURCE: Delta Apparel, Inc.