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Delta Apparel Announces Exclusive Licensing Agreement with Salt Life

GREENVILLE, S.C.--(BUSINESS WIRE)-- Delta Apparel, Inc. (NYSE Amex DLA) has entered into a new licensing agreement as an exclusive marketer of Salt Life, maker of beach lifestyle apparel and accessories.

Salt Life is an authentic, aspirational and lifestyle brand that embraces those that 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, Salt Life says "I live the Life". From its first merchandise offerings in 2006, Salt Life has grown to more than \$6 million in annual sales, with distribution into surf shops, specialty stores and sporting goods retailers.

"We're excited that IMG Sports Licensing chose Delta Apparel to market Salt Life. The brand has a strong following with beachgoers and ocean lovers across the globe," said Robert W. Humphreys, Chairman & Chief Executive Officer of Delta Apparel, Inc. "Salt Life is a widely recognized sub-culture amidst four unique market segments - surfers, divers, fishermen and beach goers. Our vision is to develop authentic and compelling product for each of these groups of enthusiasts. We are confident that our combined experience will allow us to successfully open new channels of distribution, attract new customers, expand the product offerings and provide meaningful growth opportunities for the future."

The agreement gives Delta Apparel exclusive rights for all apparel, headwear, decals and bags. In addition, the Company will operate Salt Life's e-commerce store at www.saltlife.com.

About Delta Apparel, Inc.

Delta Apparel, Inc., along with its operating subsidiaries, M. J. Soffe, LLC, Junkfood Clothing Company, To The Game, LLC, Art Gun, LLC and TCX, LLC, is an international design, marketing, manufacturing, and sourcing company that features a diverse portfolio of high quality branded and private label activewear apparel and headwear. The Company specializes in selling a variety of casual and athletic products through most distribution channels for these types of goods. Its products are sold to specialty and boutique shops, upscale and traditional department stores, mid-tier retailers, sporting goods stores, screen printers, and private label accounts. In addition, certain products are sold to college bookstores and to the U.S. military. Through Art Gun, LLC, the Company provides shoppers a "virtual art studio" to create customized graphics on apparel products. Many of the Company's products are available direct to consumers on its websites at www.soffe.com, www.junkfoodclothing.com, and www.deltaapparel.com. Additional products can be viewed

at www.2thegame.com and www.thecottonexchange.com. The Company's operations are located throughout the United States, Honduras, El Salvador, and Mexico, and it employs approximately 7,400 people worldwide. Additional information about the Company is available at www.deltaapparelinc.com.

Statements and other information in this press release that are not reported financial results or other historical information are forward-looking statements. These are based on our expectations and are necessarily dependent upon assumptions, estimates and data that we believe 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. The risks and uncertainties include, among others, the general U.S. and international economic conditions, including market conditions; the ability to grow, achieve synergies and realize the expected profitability of recent acquisitions; changes in consumer confidence, consumer spending, and demand for apparel products; the ability of our brands and products to meet consumer preferences within the prevailing retail environment; the financial difficulties encountered by our customers and higher credit risk exposure; the ability to obtain and renew our significant license agreements; the competitive conditions in the apparel and textile industries; changes in environmental, tax, trade, employment and other laws and regulations; any restrictions to our ability to borrow capital or obtain financing; the uncertainty of raw material, transportation and energy prices; changes in our information systems related to our business operations; any significant interruptions with our distribution network; changes in the economic, political and social stability at our offshore locations; the relative strength of the United States dollar as against other currencies; and other risks described from time to time in our reports filed with the Securities and Exchange Commission. Accordingly, any forward-looking statements do not purport to be predictions of future events or circumstances and may not be realized. We do not undertake publicly to update or revise the forward-looking statements even if it becomes clear that any projected results will not be realized.

Source: Delta Apparel, Inc.