

January 3, 2011



## **Delta Apparel Announces Participation in Upcoming Investor Conferences**

GREENVILLE, S.C.--(BUSINESS WIRE)-- Delta Apparel, Inc. (NYSE Amex: DLA) announced today that management will deliver presentations on behalf of the Company to investors at the Cowen & Company 9th Annual Consumer Conference and at the 13th Annual ICR XChange Conference in January 2011.

The presentation for the Cowen & Company 9th Annual Consumer Conference is scheduled for Tuesday, January 11, 2011 at 8:30 a.m. ET at the Westin New York at Times Square. The presentation for the 13th Annual ICR XChange Conference is scheduled for Wednesday, January 12, 2011 at 1:15 p.m. PT / 4:15 p.m. ET at the St. Regis Monarch Beach Resort in Dana Point, California.

Webcasts of both conference presentations will be available on Delta Apparel's website at [www.deltaapparelinc.com](http://www.deltaapparelinc.com). Real Player or Windows Media Player is required to listen to the webcast.

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](http://www.soffe.com), [www.junkfoodclothing.com](http://www.junkfoodclothing.com), and [www.deltaapparel.com](http://www.deltaapparel.com). Additional products can be viewed at [www.2thegame.com](http://www.2thegame.com) and [www.thecottonexchange.com](http://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](http://www.deltaapparelinc.com).

Source: Delta Apparel, Inc.