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Junk Food Opens Flagship Retail Store

GREENVILLE, S.C.--(BUSINESS WIRE)-- Delta Apparel, Inc. (NYSE MKT: DLA) today announced the opening of the flagship Junk Food retail store in Venice, California. On Saturday, May 3, 2014, the 2,700 square foot retail store opened its doors on renowned Abbot Kinney Boulevard, offering its iconic Junk Food premium tees for men, women and children. The store will also carry a variety of third party brands that complement the Junk Food aesthetic.

Jennifer Somer, President of Junkfood Clothing Company, provided some insight to the Company's decision to open a flagship store, stating, "This store represents the exciting next step in the evolution of the Junk Food brand. Since its inception, Junk Food has evoked an aspirational lifestyle rooted in classic American references. This store gives us the opportunity to bring the brand vision to life in its entirety."

The Junk Food creative team sought to create a union of vintage iconic imagery, modern interpretation and surprise technological twists to paint the perfect picture in its first ever retail location. Housed in a building from the early 1900's located in a historically rich coastal village, the design of the flagship space was created to reflect both the heritage of the location and the Junk Food brand.

Robert W. Humphreys, Delta Apparel, Inc.'s Chairman and Chief Executive Officer, commented, "We are excited about the opening of the Junk Food store. Junk Food is a growing lifestyle brand and we feel the retail presence on Abbott Kinney will allow us to directly connect with our consumers in a relaxed and engaging environment. The flagship store, along with our online retail store, gives us a great opportunity to showcase new Junk Food products to consumers along with an extensive breadth of Junk Food favorites."

Store hours are Monday-Saturday: 11 a.m.-7 p.m. and Sunday: 11 a.m.-6 p.m.

About Delta Apparel, Inc.

Delta Apparel, Inc., along with its operating subsidiaries, M.J. Soffe, LLC, Junkfood Clothing Company, To The Game, LLC and Art Gun, LLC, is an international design, marketing, manufacturing, and sourcing company that features a diverse portfolio of lifestyle basic and branded activewear apparel and headwear. The Company specializes in selling casual and athletic products across distribution tiers, including specialty stores, boutiques, department stores, mid-tier and mass chains, college bookstores and the U.S. military. The Company's products are made available direct-to-consumer on its websites at www.soffe.com, www.junkfoodclothing.com, www.saltlife.com and www.deltaapparel.com. The Company's operations are located throughout the United States, Honduras, El Salvador, and Mexico, and it employs approximately 6,900 people worldwide. Additional information about the

Company is available at www.deltaapparelinc.com.

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