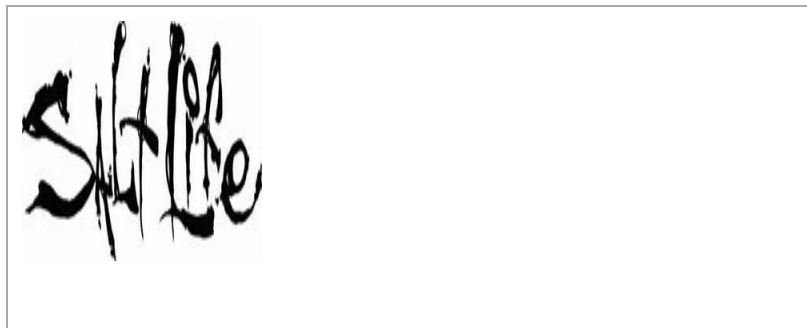


September 21, 2016



Salt Life Opens West Coast Flagship Store in San Clemente, California

GREENVILLE, S.C., Sept. 21, 2016 (GLOBE NEWSWIRE) -- Delta Apparel, Inc. (NYSE MKT:DLA) today announced that its lifestyle brand, Salt Life, has opened its west coast flagship store in San Clemente, California. The second location in California is set to open later this year.



Complete Store Information

Salt Life - Now Open	Salt Life – Opening Late 2016
San Clemente	Huntington Beach
157 Avenida Del Mar	207 Main Street
San Clemente, CA 92672	Huntington Beach, CA 92648
(714) 361-3822	

Jeff Stillwell, President of Salt Life, commented, “We have watched the growth of Salt Life over the past few years and felt this was the right next step in building consumer awareness in California. San Clemente is the epicenter of the beach life on this coast and we knew this is where we wanted to establish our flagship Salt Life store. We have a number of Salt Life team members that reside in the area and are looking forward to becoming a part of this great community.”

Salt Life is the presenting sponsor of the upcoming PPG (Pacific Paddle Board Games) at Doheny State Park in Dana Point taking place September 30 through October 2, 2016. A grand opening of the store will kick off the games, and there will be a Salt Life outpost throughout the games showcasing products.

About Salt Life

Salt Life is an authentic, aspirational and lifestyle brand that embraces those who love the ocean and everything associated with living the “Salt Life.” Founded in 2003, the Salt Life brand has widespread appeal with ocean enthusiasts worldwide. From fishing, diving and surfing, to beach fun and sun-soaked relaxation, the Salt Life brand says, “I live the Salt Life.” The Jacksonville, Florida based company is celebrating 13 years of exceptional growth and is a division of Delta Apparel. Learn more about Salt Life at www.saltlife.com.

About Delta Apparel, Inc.

Delta Apparel, Inc., along with its operating subsidiaries, M. J. Soffe, LLC, Junkfood Clothing Company, Salt Life, 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, headwear and related accessories. The Company specializes in selling casual and athletic products across distribution tiers, including specialty stores, boutiques, department stores, mid-tier and mass chains, 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 7,900 people worldwide. Additional information about the Company is available at www.deltaapparelinc.com.

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Source: Delta Apparel, Inc.