

June 22, 2018



DTG2Go Subsidiary Adds New Digital Print Location

North Carolina Facility Adds Capacity and Elevates Service to Northeast Market

GREENVILLE, S.C., June 22, 2018 (GLOBE NEWSWIRE) -- Delta Apparel, Inc. (NYSE American:DLA), a leading provider of basic and branded apparel, headwear and related accessories, today announced that DTG2Go, LLC, its digital print subsidiary and a leading provider of on-demand, direct-to-garment printed apparel, has opened its fourth manufacturing and fulfillment location. The new facility is located on the Fayetteville, North Carolina campus of Delta Apparel's Soffe subsidiary and further extends DTG2Go's reach and service levels in the important northeastern United States market.

DTG2Go's expanded national footprint, which includes the new North Carolina location as well as existing operations in Miami and Clearwater, Florida, and Reno, Nevada, facilitates 1 to 2-day shipping capability to consumers across the United States. DTG2Go also ships internationally to over 100 countries worldwide. The new location also enhances DTG2Go's manufacturing capacity and capabilities through significant investments in state-of-the-art equipment. In addition, its integration with Soffe's world-class screenprint and retail packaging operations gives DTG2Go market-differentiating flexibility in its print and fulfillment offerings to customers.

Deborah Merrill, President of Delta Basics, commented, "We continue to be excited about the digital print and fulfillment model and the new North Carolina facility further solidifies our leadership position in this high-growth market. Commingling the new operations with our Soffe business gives us the ability to offer customers blended virtual inventory solutions that utilize DTG2Go's on-demand, digital print expertise as well as Soffe's large-scale screenprint platform. We look for continued high-growth opportunities with DTG2Go as we move forward."

About DTG2Go

DTG2Go, LLC is a leader in the direct-to-garment printing and fulfillment marketplace, with the most comprehensive, highly-automated printing and fulfillment solution in the world. Built upon a robust backend digital supply chain and infrastructure to scale with large company mindsets, DTG2Go is the perfect fit for ecommerce companies as well as the ad specialty, promotional products and retail marketplaces.

About Delta Apparel, Inc.

Delta Apparel, Inc., along with its operating subsidiaries, M. J. Soffe, LLC, Salt Life, LLC and DTG2Go, 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 also made available direct-to-consumer on its websites at www.saltlife.com, www.coastapparel.com, www.soffe.com and www.deltaapparel.com. The Company's operations are located throughout the United States, Honduras, El Salvador, and Mexico, and it employs approximately 7,500 people worldwide. Additional information about the Company is available at www.deltaapparelinc.com.

Cautionary Note Regarding Forward-Looking Statements

This press release contains "forward-looking" statements that involve risks and uncertainties. Any number of factors could cause actual results to differ materially from anticipated or forecasted results, including, but not limited to, the factors set forth in the "Risk Factors" contained in our Annual Reports on Form 10-K filed with the Securities and Exchange Commission. Except as may be required by law, Delta Apparel, Inc. expressly disclaims any obligation to update these forward-looking statements to reflect events or circumstances after the date of this press release or to reflect the occurrence of unanticipated events.

Company Contact:
Deborah Merrill
Chief Financial Officer
(864) 232-5200 x6620

Investor Relations Contact:
Sally Wallick, CFA
(404) 806-1398
investor.relations@deltaapparel.com



Source: Delta Apparel, Inc.