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## **Salt Life Introduces New Ladies Swimwear Collection**

### **The lifestyle brand's latest product offering debuts at the 2018 SwimShow in Miami, Florida**

GREENVILLE, S.C., Aug. 27, 2018 (GLOBE NEWSWIRE) -- Delta Apparel, Inc. (NYSE American: DLA), a leading provider of basic and branded apparel, headwear and related accessories, today announced the introduction of a new ladies swimwear collection in its Salt Life business developed through a licensing agreement with industry leader SwimUSA. The inaugural Salt Life ladies swimwear line was created with both style and functionality in mind and emphasizes beach landscape prints, Salt Life heritage branding, and high-quality fabrics and finishes. The collection recently debuted at the 36th annual SwimShow in Miami, Florida, the swimwear industry's largest event, and will be available in markets across the United States beginning in February 2019.

Salt Life President Jeff Stillwell stated, "As the Salt Life brand continues to expand its product offerings our first priority is always to maintain the integrity of the brand and deliver the high quality standards that our loyal customers have come to expect. We are thrilled about the enthusiastic market response to the new ladies swimwear collection and can't wait to share it with those who love to live the Salt Life."

Robert W. Humphreys, Chairman and Chief Executive Officer of Delta Apparel, Inc., commented, "We are excited to see Salt Life continue to increase its market reach with the new swimwear collection, particularly on the heels of the recent launch of its branded craft beer, Salt Life Lager. We will continue to look for opportunities like these to enhance the Salt Life brand."

#### **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 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, the Salt Life brand says, "I live the Salt Life." Numerous professional athletes, sportsmen and other ambassadors in the fishing, surfing, diving, rock, pop and country music worlds have an alliance with the brand through cross-marketing partnerships (<https://www.saltlife.com/athletes/>). The brand is visible in areas across the media, sports and popular culture landscapes, including music videos, national tour sponsorships, fishing and outdoors-related television shows, professional auto-racing events, the Netflix series "Bloodline," and Salt Life's popular YouTube channel. From its first merchandise offerings in 2006, Salt Life has grown with distribution in surf shops, specialty stores, department stores and sporting goods retailers. Salt Life products are also available to consumers at

[www.saltlife.com](http://www.saltlife.com) and at Salt Life's various branded retail stores, including locations in San Clemente, California, Huntington Beach, California, Columbus, Georgia, Daytona Beach, Florida, and the brand's flagship store located in Jacksonville Beach, Florida, where the term "Salt Life" was coined over 15 years ago. A new retail location is also soon to be opened in the Tampa Bay area.

### **About Delta Apparel, Inc.**

Delta Apparel, Inc., along with its operating subsidiaries, Salt Life, LLC, M. J. Soffe, 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](http://www.saltlife.com), [www.coastapparel.com](http://www.coastapparel.com), [www.soffe.com](http://www.soffe.com) and [www.deltaapparel.com](http://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](http://www.deltaapparelinc.com).

### **Cautionary Note Regarding Forward-Looking Statements**

This press release may contain "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.

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