



### **Salt Life Casts *The Daily Salt***

*Launches one-stop-shop of exclusive content on fishing, surfing, travel, food, apparel, and more  
World-renowned athletes, chefs, influencers, and more show the world of living the Salt Life*

GREENVILLE, S.C., March 18, 2021 -- Delta Apparel, Inc. (NYSE American: DLA), a leading provider of core activewear and lifestyle apparel products, today announced that its authentic, aspirational lifestyle brand, Salt Life, has launched *The Daily Salt*, a guide covering anything you want to know about living the Salt Life.

Team members, influencers, and staff will showcase, guide, and demonstrate “how-to” videos and provide exclusive articles from amazing destinations around the world. From the island surfing of Hawaii to the white sand beaches of Florida, a trip to Cabo San Lucas, and even Hong Kong, the breadth of content will whet the appetite for blue skies, warm sandy beaches, fishing, surfing, and more.



Salt Life President Jeff Stillwell commented, “We envision this as a place for our customers and others to surf for all things Salt Life, such as recipes, interviews with our team members, beach workouts, and roundups of our favorite locations around the world to catch a wave.”

Additionally, *The Daily Salt* is expected to expand into offering directories for the “best in” any category in specific highlighted destinations, such as Key West, Florida, Dana Point, California, Maui, Hawaii, Roatan (Central America), Cabo, Mexico, and many more.

To learn more, please visit, [www.saltlife.com/the-daily-salt](http://www.saltlife.com/the-daily-salt).

Debut features on *The Daily Salt* include:

#### **How To:**

- Venerable Team Members Colin McPhillips and Kieran Anderson will guide you in “picking the perfect surfboard”
- SUP (stand up paddleboard) World Champion Connor Baxter provides a beginner’s guide to SUP
- Fishing for Bonefish and permitting in foreign waters and stateside – offering techniques, bait, and special gear
- Spearfishing 101 – how to dive into an exhilarating and new fishing experience

**Lifestyle:**

- Simple beach workouts
- Create your own Ceviche (with the fish you just caught)
- Uniquely designed at-home workouts with Conner Baxter

**Activities:**

- Hear about the best surf spots on the Atlantic Coast
- Best scuba places in the world
- Location highlights from various favorite places to chill, workout, fish, dive, surf, and more
- Whether you want to visit the Great Blue Hole in Belize, The Outer Banks surf, or the swells in Hawaii or Australia, *The Daily Salt* is your destination to find your muse.

**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. 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, 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 Huntington Beach and San Clemente, California; Daytona Beach, Tampa, Orlando, Key West, Destin, Estero, and Palm Beach Gardens, Florida; Columbus, Georgia; and Charleston, South Carolina. The brand’s flagship store is located in Jacksonville Beach, Florida, where the term “Salt Life” was coined over 15 years ago.

**About Delta Apparel, Inc.**

Delta Apparel, Inc., along with its operating subsidiaries, DTG2Go, LLC, Salt Life, LLC, and M.J. Soffe, LLC, is a vertically-integrated, international apparel company that designs, manufactures, sources, and markets a diverse portfolio of core activewear and lifestyle apparel products under the primary brands of Salt Life®, COAST®, Soffe®, and Delta. The Company is a market leader in the on-demand, digital print and fulfillment industry, bringing DTG2Go’s proprietary technology and innovation to the supply chain of its customers. The Company specializes in selling casual and athletic products through a variety of distribution channels and tiers, including outdoor and sporting goods retailers, independent and specialty stores, better department stores and mid-tier retailers, mass merchants and e-retailers, the U.S. military, and through its business-to-business digital platform. The Company’s products are also made available direct-to-consumer on its ecommerce sites 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) as well as through its branded retail stores. The Company’s operations are located throughout the United States, Honduras, El Salvador, and Mexico, and it employs approximately 7,700 people worldwide. Additional information about the Company is available at [www.deltaapparelinc.com](http://www.deltaapparelinc.com).

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