

Goodwill Industries

of Southeastern Louisiana, Inc.



FOR IMMEDIATE RELEASE
March 4, 2010

GOODWILL INDUSTRIES® AND HANES ANNOUNCE PARTNERSHIP *Goodwill and Hanes Call on Consumers to Clean Out Their Drawers*

(New Orleans) — Goodwill Industries of Southeastern Louisiana, Inc. (Goodwill), a leading social services organization, is teaming with *Hanes*®, America's No. 1 Basic Apparel Brand¹ to launch a Clean Out Your Drawers effort and encourage Americans to donate responsibly.

Building on the strength of the Goodwill® Donate Movement, a global public awareness initiative focusing on donating responsibly, the new partnership with *Hanes* will help consumers learn more about how they can donate their gently used items to make a positive impact on their community and the environment.

Hanes recently conducted research that sheds light into the usually dark spaces of our closets and drawers. According to a national survey commissioned by *Hanes*, most people wear only 70 percent of the items inside their drawers. Together, Goodwill and *Hanes* will encourage the public to organize, donate and replenish. The program was developed in response to an overwhelmingly common occurrence of cluttered, messy drawers and offers fun and easy solutions for getting organized.

"As a partner in Goodwill's Donate Movement, *Hanes* is increasing public knowledge of what it means to donate responsibly," said William L. Jessee, president of Goodwill Industries of Southeastern Louisiana, Inc. "Goodwill and *Hanes* are asking consumers to make a commitment in reducing their environmental impact by cleaning out their drawers and donating those items to Goodwill, where they will help to provide job services for thousands of people in southeast Louisiana."

Lorie Marrero, Certified Professional Organizer®, creator of The Clutter Diet®, contributor to *Good Housekeeping* and spokesperson for the Donate Movement, will serve as the Goodwill spokesperson for the Clean Out Your Drawers initiative. As a professional who helps people de-clutter their households, Lorie understands the importance of spring cleaning firsthand as well as knowing to think twice about donating your gently used clothing items.

"*Hanes* is proud to partner with Goodwill® to raise awareness of the Donate Movement. We wanted to use this program to highlight the power of responsible donations and what that can mean for communities," said Sidney Falken, senior vice president, *Hanes* brand. "We've learned through research that many people hold on to items they no longer need but these items can actually be used again and have a second life. That's why *Hanes* partnered with Goodwill to educate people about the benefits of donating items they no longer need, while making room for new updates of their favorite apparel items."

Visit www.Facebook.com/Hanes for more information and tips about Clean Out Your Drawers.

About Goodwill Industries of Southeastern Louisiana

Goodwill is a member of the national Goodwill Industries International network and a 501 (C) 3 non-profit organization dedicated to offering opportunities to people with disabilities and other employment barriers to improve their economic self-sufficiency through training, education, support services and employment. In 2009, 10,535 people received Goodwill's services in southeast Louisiana. Goodwill serves 23 parishes of southeast Louisiana and operates 14 retail stores located in Baton Rouge, Covington, Denham Springs, Gonzales, Hammond, Houma, Kenner, Mandeville, New Orleans, River Ridge, Slidell and Walker. Twitter: @GoodwillNOLA. Facebook: Goodwill Industries of Southeastern Louisiana.

Hanes Joins Donate Movement
Page 2 of 2 --March 4, 2010

About Hanes

Hanes, *America's No. 1 Brand of Apparel Essentials*¹, is a leading brand of intimate apparel, underwear, sleepwear, socks and casual apparel. Hanes products can be found at leading retailers nationwide and online direct to consumers at www.Hanes.com. Hanes is a flagship brand of Hanesbrands Inc. (NYSE: HBI) (www.Hanesbrands.com). Twitter: @HanesComfort. Facebook: Hanes.

CONTACT:

Sabrina Written, Goodwill Industries of Southeastern Louisiana, Inc.
Phone: (504) 456-3926
swritten@goodwillno.org
www.goodwillno.org

Jennifer Zaitz, Weber Shandwick
Hanes
Phone: (212) 445-8273
jzaitz@webershandwick.com

¹ The NPD Group / Consumer Tracking Service, R12 Sep 10, Unit Share