

FOR IMMEDIATE RELEASE:

CONTACT: John F. Krug, Vice President
Development Advisors, LLC
(704) 521-5240

**Gildan Activewear Announces New Distribution Center and
250 Jobs in Charleston, South Carolina.**

(Charlotte, NC. February 11, 2010). Gildan Activewear announced today that it would locate its newest distribution center in Berkeley County (Charleston), South Carolina. The project will generate approximately 250 new jobs for the region. The company has already begun the hiring process and distribution operations at the facility are expected to begin in late February.

“This state-of-the-art facility will be utilized to support the company’s strategic initiative to become a major full-line supplier of basic family apparel for national mass-market retailers. This 580,000-square-foot building will serve to meet Gildan’s current storage requirements and can be expanded to accommodate further long-term growth requirements. We appreciate all the support we have received from state and local officials and we trust that Berkeley County will provide us with a good business environment,” said Glenn Chamandy, President and Chief Executive Officer for Gildan Activewear.

“Gildan Activewear’s decision to open a new facility in Berkeley County is a positive indication that our state’s business-friendly climate and exceptional market access are working to attract new investment and job opportunities. South Carolina’s central location between New York and Miami offers access to some of the fastest growing markets in the country and we are confident that the state’s resources will help Gildan compete and succeed. We welcome Gildan to the state’s business community and wish them much success in their endeavors here,” said Joe Taylor, South Carolina’s Secretary of Commerce.

“We’re proud of Gildan’s accomplishments and honored to have supported their efforts. Just as important, we appreciated the assistance provided by South Carolina and the economic development officials representing the Charleston region. They demonstrate their pro-business approach on every new opportunity and this was no exception. It’s a fabulous win for Gildan and the community,” commented Patric Zimmer, President of Development Advisors, LLC.

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About Gildan

Gildan is a vertically-integrated marketer and manufacturer of quality branded basic apparel. The Company is the leading supplier of active-wear for the screen print market in the U.S. and Canada. It is also a leading supplier to this market in Europe, and is establishing a growing presence in Mexico and the Asia-Pacific region.

Gildan's corporate head office is located in Montreal, Canada, and they have over 19,000 full-time employees around the world. Their shares are listed on the Toronto Stock Exchange and the New York Stock Exchange.

For more information visit www.gildan.com.

About Development Advisors

Development Advisors, LLC specializes in confidential location solutions including location analysis and selection, incentive analysis and negotiations and real estate advisory. Their consultants help companies select the best location for their operations and maximize the IRR associated with their capital investments. Development Advisors has worked on expansions, relocations, realignments and consolidations, mergers and acquisitions throughout the United States since it's founding in 1996. Projects have ranged from \$2 million to over \$400 million in capital investment.

For more information visit www.dai-locates.com.