



## Media Advisory

**Gildan Activewear Will Hold its 2010 First Quarter Results Conference Call  
at 5:00 PM EST on February 9, 2010 and its Annual Meeting of Shareholders at 11:00 AM EST  
on February 10, 2010**

Montréal, January 25, 2010 – Gildan Activewear Inc. (GIL; TSX and NYSE) will report its fiscal 2010 first quarter results on Tuesday, February 9, 2010. A press release will be issued after market close and a conference call is scheduled for that same day at 5:00 PM EST to discuss the Company’s results and business outlook. The Company will hold its annual meeting of shareholders at the Centre Mont-Royal, in Montréal, Québec the following morning, on Wednesday, February 10, 2010, at 11:00 AM EST.

The first quarter results conference call can be accessed by dialing (800) 261-3417 (Canada & U.S.) or (617) 614-3673 (international) and entering passcode 68365130, or by live sound webcast on Gildan’s Internet site (“Investor Relations” section) at the following address: <http://gildan.com/corporate/IR/webcastPresentations.cfm>. If you are unable to participate in the conference call, a replay will be available starting that same day at 8:00 PM EST by dialing (888) 286-8010 (Canada & U.S.) or (617) 801-6888 (international) and entering passcode 36782235, until Tuesday, February 16, 2010 at midnight, or by sound webcast on Gildan’s Internet site for 30 days. The annual meeting of shareholders will be transmitted live by sound webcast on the Company’s website at the same address as above. A replay will be available the next day on Gildan’s Internet site for 30 days.

### Profile

Gildan is a vertically-integrated marketer and manufacturer of quality branded basic apparel. The Company is the leading supplier of activewear for the screenprint channel 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. The Company sells T-shirts, sport shirts and fleece in large quantities to wholesale distributors as undecorated “blanks”, which are subsequently decorated by screenprinters with designs and logos. Consumers ultimately purchase the Company’s products, with the Gildan label, in venues such as sports, entertainment and corporate events, and travel and tourism destinations. The Company’s products are also utilized for work uniforms and other end-uses to convey individual, group and team identity. The Company is also a leading supplier of private label and Gildan branded socks primarily sold to mass-market retailers. In addition, Gildan has an objective to become a significant supplier of men’s and boys’ underwear and undecorated activewear products to mass-market retailers in North America.

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