



For Immediate Release

Gildan donates \$100,000 to Homeboy Industries for its first “I Support...” campaign

Montreal, January 14, 2011 – Gildan Activewear Inc. (GIL; TSX and NYSE) is pleased to announce that Homeboy Industries was recently named the recipient of a \$100,000 donation from the Company. The donation – which was made in Las Vegas during the Promotional Products Association International convention (PPAI) – is the culmination of the Company’s first “I Support...” campaign.

Homeboy Industries was singled out among a prestigious list of national and regional nonprofits – including the American Cancer Society, American Heart Association and the Cystic Fibrosis Foundation, among others – for its appeal and articulation, accountability, sustainability and impact.

“We are pleased to be able to present this donation to an organization that has been making a significant impact on the lives of young people in Los Angeles for more than 20 years,” said Mike Hoffman, President of Gildan Activewear SRL. “Our hope is that this money will help Fr. Greg and Homeboy to continue their work developing programs and services that can change lives.”

Launched in 2010, Gildan’s “I Support...” campaign was designed to support charities and increase awareness about the importance of charitable donations and volunteerism throughout the apparel and promotional products industry. Industry, business partners and customers, were asked to register a charity on www.genuinegildan.com and visitors were given the opportunity to vote for the stories they felt best demonstrated making a positive difference. When voting was completed, nearly 3,000 stories were registered to the website, generating 100,000 votes. From a Top 10 of charities qualified, Homeboy Industries was selected by a panel of judges that included a variety of industry professionals and representatives from such organizations as DoSomething.org and Network for Good.

“We are pleased to have been included among such an illustrious group of organizations, and honoured that Homeboy was chosen as this year’s recipient,” said Fr. Greg Boyle, founder of Homeboy Industries. “It’s gratifying to see companies like Gildan make a real commitment to improving lives in our community and the world. We applaud their efforts.”

Homeboy Industries, which helps approximately 12,000 clients annually – 8,000 former gang members from more than 800 gangs as well as 4,000 gang-affiliated family and community members – will utilize the \$100,000 donation to help fund its ongoing free programs and services for at-risk, recently released and formerly gang involved youth in Los Angeles. These services include counselling, education, tattoo removal, substance abuse/addiction assistance, job training, placement and legal services.

About Gildan

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 establishing a growing presence in Europe, Mexico and the Asia-Pacific region. The Company sells T-shirts, sport shirts and fleece in large quantities 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 underwear and undecorated activewear products to mass-market retailers in North America.

About Homeboy Industries

For more than 20 years, Homeboy Industries has helped at-risk and former gang-involved youth become contributing members of our community through a variety of services in response to their multiple needs. Free programs – including counselling, education, tattoo removal, job training and job placement – enable young people to redirect their lives and provide them with hope for their futures. More information is available at www.homeboy-industries.org.

- 30 -

CONTACT:

Stéphanie Gaucher,
Advisor, Corporate Citizenship –
Employee and Community Engagement
Cell: 514-589-3626
Email: sgaucher@gildan.com