



# News Release

## **For immediate release**

### **Gildan Signs Endorsement Agreement with Superstar Artist Blake Shelton**

**Montréal, Wednesday, February 4<sup>th</sup>, 2015** – Gildan Activewear Inc. (GIL: TSX and NYSE) announced today that it has signed a celebrity endorsement partnership with Blake Shelton, “Five-time and reigning CMA Male Vocalist of the Year” and coach of NBC’s reality competition series, *The Voice*. Mr. Shelton will support and promote Gildan® branded products through different consumer initiatives.

“As a real Oklahoma guy who likes to kick-back in comfort at the end of the day, I am excited to promote Gildan®, a brand that I appreciate for its quality and comfort,” said Blake Shelton.

As part of the endorsement agreement, Blake Shelton will participate to some of the brand’s marketing and advertising efforts to enhance and strengthen the Gildan® brand consumer awareness and contribute to its growth and strong momentum in the North American retail channel. “We are thrilled to have Blake Shelton, an incredibly talented all-American country persona, promote Gildan®,” said Rob Packard, Vice-President, Marketing and Merchandising, Gildan Branded Apparel. “Blake Shelton’s authenticity coupled with his fun-loving roots makes him the perfect fit for Gildan®, a genuine family apparel brand”, he added.

#### **About Gildan**

Gildan is a leading supplier of quality branded basic family apparel, including T-shirts, fleece, sport shirts, underwear, socks, hosiery and shapewear. The Company sells its products under a diversified portfolio of company-owned brands, including the Gildan®, Gold Toe® and Anvil® brands and brand extensions, as well as the Secret®, Silks® and Therapy Plus™ brands. The Company also has the U.S sock license for Under Armour®, and licenses for Mossy Oak® and New Balance® brands. The Company distributes its products in printwear markets in the U.S. and Canada, as well as in Europe, Asia Pacific and Latin America. The Company also markets its products to a broad spectrum of retailers in the U.S. and Canada. The Company also manufactures for select leading global athletic and lifestyle consumer brands.

Gildan owns and operates vertically-integrated, large-scale manufacturing facilities which are primarily located in Central America and the Caribbean Basin to efficiently service the quick replenishment needs of its customers in the printwear and retail markets. Gildan has over 43,000 employees worldwide and is committed to industry-leading labour and environmental practices in all of its facilities. More information about the Company and its corporate

citizenship practices and initiatives can be found at its corporate websites [www.gildan.com](http://www.gildan.com) and [www.genuinegildan.com](http://www.genuinegildan.com), respectively.

### **About Blake Shelton**

“CMA Entertainer of the Year,” GRAMMY nominee and the reigning five-time CMA Awards’ “Male Vocalist of the Year,” Blake Shelton recently released *BRINGING BACK THE SUNSHINE*, his 11th studio album on Warner Bros. Records. The album debuted at #1 on the Billboard 200 and Country Albums Chart. *Sunshine* includes the lead single, “Neon Light,” which became Blake’s 13<sup>th</sup> consecutive #1 single, the most by any country artist in the modern era. Blake has a total of 18 #1 singles. “Lonely Tonight,” a duet with Ashley Monroe is Blake’s current Top 10 single. Joining the ranks of the Grand Ole Opry as a member since 2010, Shelton has earned a host of awards and nominations throughout his career. He will return as a coach for his eighth season of NBC’s Emmy winning reality competition series, *The Voice*, this spring after celebrating his 4<sup>th</sup> win as a coach last season with contestant Craig Wayne Boyd.

- 3 RIAA certified Platinum albums
- 5 RIAA certified Gold albums
- 18 total No. 1 country singles
- 13 consecutive No. 1 country singles - The only country artist to achieve this in the monitored airplay era

For more information and upcoming tour dates, please visit: [www.BlakeShelton.com](http://www.BlakeShelton.com) and follow [@BlakeShelton](https://twitter.com/BlakeShelton).

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