

FOR IMMEDIATE RELEASE
DATE: January 18, 2007

FOR ADDITIONAL INFORMATION,
CONTACT: Collette Coyne, MBS
631-851-5073

MBS to Provide Hanesbrands Inc. with Database Marketing Services

Central Islip, NY - Date - MBS, a leading provider of advanced database and interactive marketing solutions, announced today that they have been engaged by Hanesbrands Inc. to provide comprehensive direct marketing services for the company's direct-to-consumer operations, including strategic services, data warehousing, marketing automation, analytics, merge/purge processing, and interactive marketing. Hanesbrands Inc operates three catalogs: *One Hanes Place*, *Just My Size*, and *Champion*, four e-commerce Web Sites, as well as approximately 200 outlet stores. In addition, Hanesbrands manages 12 content sites including sites supporting the *L'eggs*, *Playtex*, and *Bali* brands.

MBS' delivery will include its customized marketing database solution, Klondike®, which will enable Hanesbrands Inc. to gain a better understanding of its customers and their purchase patterns across brands and channels. Klondike features modules for data mining, campaign management, and advanced reporting, as well as best-of-breed analytical and data visualization tools. Klondike's seamless integration with MBS' email engine provides a powerful marriage of online and offline data that delivers an end-to-end marketing solution.

Lissa Napolillo, Executive Vice President, MBS, said, "We are thrilled to have this opportunity to become a strategic partner of Hanesbrands Inc. Our extensive knowledge of Customer Relationship Management (CRM) in Catalog, Retail, Web and Direct TV makes us a perfect fit as Hanesbrands' data manager and collaborative partner. Our goal is to deliver an advanced marketing solution that brings new insight to online and offline customer activity and will serve as the foundation for revenue growth. We look forward to a long and prosperous business relationship."

About MBS

MBS Offers a range of outsourced database marketing and Customer Relationship Management (CRM) solutions, including strategic marketing and analytical services, market automation software, interactive marketing and e-commerce solutions, order processing and fulfillment, and multi-channel retail, Internet, and catalog organizations, including: Tiffany & Co., Bloomingdale's, Coach, and Things Remembered. MBS is a division of World Marketing. **For more information, please call Collette Coyne, Director, Marketing Communications, at 631.851.5073, or visit www.mbsinsight.com.**

About World Marketing

World Marketing is a privately held direct marketing company that offers its customers end-to-end services through eight locations nationwide. World Marketing has a wide menu of direct marketing services including creative, database, lettershop, fulfillment and critical document processing services. World Marketing works with some of the nation's leading marketers including: American Airlines, Kraft, Omaha Steaks, E*Trade, Bristol-Myers Squibb, and ABN AMRO. For additional information visit www.worldmarkinc.com.

About Hanesbrands Inc.

Hanesbrands Inc. is a leading marketer of innerwear, outerwear and hosiery apparel under strong consumer brands, including *Hanes*, *Champion*, *Playtex*, *Bali*, *Just My Size*, *barely there* and *Wonderbra*. The company designs, manufactures, sources and sells T-shirts, bras, panties, men's underwear, children's underwear, socks, hosiery, casual wear and active wear. Hanesbrands has approximately 50,000 employees in 24 countries. More information may be found on the Hanesbrands Internet Web site at <http://www.hanesbrands.com>.