



HANES*brands***INC**
1000 E. Hanes Mill Road
Winston-Salem, NC 27105

Date: September 30, 2021
Subject: Champion and Alternative Embellishment Policy

Dear Champion and Alternative Printwear Seller:

Maintaining strong retail equity is critical for our brands in the printwear space. We appreciate your help in maintaining Champion and Alternative's premium positioning. Please note that we have updated our Embellishment Policies for these brands. All wholesale businesses that are approved to resell Champion and Alternative blanks are required to prominently display these policies. The below disclaimers must be present on all digital and printed materials where Champion and/or Alternative products are displayed. Including but not limited to: catalogs, websites, sell sheets, etc. These policies are required to be referenced on all product display pages. If there are any questions about these policies, please contact your representative.

Champion® Embellishment and Collegiate Licensing Disclaimer

Champion® blank products purchased must be sold only with embellishment. The sale of unembellished or blank Champion® products to any third parties, whether on the internet or elsewhere is strictly prohibited.

The decoration of any Champion® garment with the Champion marks (including the C Logo) or the proprietary marks, names, or logos of any collegiate sports teams or collegiate institution is expressly prohibited. The sale or shipment of Champion® products outside North America is also strictly prohibited.

Champion® products shall not be embellished or decorated with content or imagery that (a) may imply or suggest the endorsement, sponsorship, approval, collaboration, or otherwise indicate an affiliation with the Champion® brand (b) is explicit, graphically violent, derogatory of any ethnic, racial, gender, or religious group or sexual orientation, profane, pornographic, or obscene; (c) endorses any form of hate or hate group or promotes politically charged or divisive messaging; or (d) promotes the excessive or irresponsible consumption of alcohol or promote the illegal use of alcohol, drugs, tobacco, firearms/weapons (or the use of any of the foregoing).

Champion reserves the right to discontinue sales to anyone found to be acting in violation of this policy or to be selling Champion® products to others who are acting in violation of this policy.

Alternative® Embellishment and Collegiate Licensing Disclaimer

Alternative® products purchased must be sold only with embellishment. The sale of unembellished or blank Alternative product to any third parties, whether on the internet or elsewhere strictly prohibited.

The decoration of any Alternative® garment with the proprietary marks, names, or logos of any collegiate sports teams or collegiate institution is expressly prohibited. Failure to comply with this policy will result in loss of privileges for selling the Alternative brand.