

HANES*brands*INC

COUPON REDEMPTION POLICY

These are the terms and conditions under which Hanesbrands will reimburse retail customers for coupon submissions effective October 1, 2007. Proper store redemption of our coupons authorizes you to submit coupons for reimbursement by Hanesbrands.

Hanesbrands Inc.'s products include: Hanes, Playtex Intimate Apparel, Just My Size, L'eggs, Champion and C9 by Champion.

RETAILER:

By submitting our coupons for redemption, the retailer and its redemption agent are indicating acceptance and compliance with this redemption policy (the "Policy").

Conditions of Redemption

- 1) Coupons are redeemable only by a consumer purchasing the product(s) indicated, including, but not limited to the brand, quantity and size with the face value of the coupon deducted from your retail price.
- 2) Coupons may not be reproduced, photocopied, trimmed or altered in any way. Hanesbrands may refuse reimbursement for any coupons which exhibit signs of fraud, adulteration or misredemption of any kind.
- 3) Coupons are non-assignable and are void if transferred from their original recipient to any other person, firm or group. Hanesbrands does not permit the unauthorized distribution, collection, sale, or assignment of its coupons for any reason. Therefore, coupons are not to be used in swap boxes, taped to product or placed on hooks near Hanesbrands products, gathered and distributed by any person or group for charitable fundraising purposes, or otherwise used in any way except as described in Condition 1 above.
- 4) Coupons are void if taxed, restricted, or prohibited by law.
- 5) The consumer must pay any applicable sales tax on the product(s) being purchased.
- 6) There is a limit of one coupon per purchase of the product(s) and size(s) indicated.
- 7) Coupons are only redeemable by authorized dealers located in the U.S. and U.S. military bases.

Coupon Submission Requirements

- 1) Hanesbrands will only accept valid, Hanesbrands-issued coupons.
- 2) Hanesbrands will only accept properly redeemed and identified coupons directly from the retailer, through a retailer clearinghouse, or through a retailer-billing agent. Coupons from unauthorized intermediary agents will not be accepted.
- 3) All applicable IRS reporting requirements, including obtaining an appropriate taxpayer identification number, must be complied with.
- 4) To redeem coupons for Hanesbrands products, send properly redeemed coupons to:

**Hanesbrands Inc
P.O. Box 880593
El Paso, TX 88588-0593**

Terms of Payment & Denials

1) You will be reimbursed only for the following three items:

A. Face value of coupons or, if the coupon calls for free merchandise, for your retail selling price (up to the coupon's stated maximum value).

B. Eight cents (\$.08) for handling each coupon properly redeemed.* This covers all costs, including any special handling, invoice preparation, or other fees.

C. Reasonable Postage

- Retailers who sort and submit directly will be reimbursed for incurred reasonable postage.
- Retailers using a retailer clearinghouse or billing agent will be reimbursed at a rate equal to \$6.00 per thousand coupons redeemed (\$6.00/M) to cover the cost of transportation of the coupons.

2) Hanesbrands will NOT pay any additional fees.

3) Coupon reimbursements **may not be deducted** from invoices or purchase orders. Invoice deductions and fees are not in compliance with the Hanesbrands Coupon Redemption Policy and will NOT be accepted by Hanesbrands.

4) Hanesbrands reserves the right to request evidence of proof-of-purchase to show that sufficient stock was purchased to cover coupons submitted and reserves the right to audit the coupon sorting and billing service of any retailer or any agent involved in the handling process.

5) Any lawsuit involving coupon processing or payment disputes shall be brought within twelve (12) months of the original date of coupon payment or such claims shall be deemed extinguished. Any such lawsuit shall be filed and conducted in a state or federal court located in North Carolina. Each party shall be responsible for its own legal fees and costs.

6) If false or misleading verification information is provided on a questionnaire to Hanesbrands, or a certified clearinghouse, redemption privileges with Hanesbrands will be permanently terminated.

7) Each shipment of coupons will be considered as a whole and Hanesbrands reserves the right to refuse payment for an entire shipment if any portion of the shipment is found to be improperly redeemed.

8) Failure to observe these terms and conditions for proper redemption may, at the option of Hanesbrands, void all coupons submitted for reimbursement and all coupons may be retained as property of Hanesbrands without payment. Hanesbrands reserves the right to terminate redemption privileges of retailers who violate this policy and to forward coupons, which Hanesbrands judges to be fraudulent and/or misredeemed, to law enforcement agencies for their review and investigative purposes.

Other Information

1) The cash redemption value of each coupon is 1/20 of one cent.

2) It is FRAUD to present coupons for redemption other than as provided by this Redemption Policy and could result in criminal prosecution.

3) FAILURE TO OBSERVE THESE TERMS AND CONDITIONS FOR PROPER REDEMPTION MAY, AT THE SOLE OPTION OF HANESBRANDS, VOID ALL COUPONS SUBMITTED FOR REIMBURSEMENT AND ALL COUPONS MAY BE RETAINED AS PROPERTY OF HANESBRANDS WITHOUT PAYMENT. FAILURE TO ENFORCE ANY TERMS OR CONDITIONS HEREOF SHALL NOT BE DEEMED A WAIVER OF THEM.

* An industry study identified that the \$.08 covers the following costs:

- Front-end handling by the retailer
- Store to headquarters accounting
- Store Occupancy
- Sundry Loss
- Cost of Funds
- Coupon Processing