



Unifi Launches Repreve.com

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GREENSBORO, N.C., Oct 03, 2008 -- Unifi, Inc. [UFI], a diversified producer and processor of polyester and nylon yarns, unveiled a new consumer-focused, interactive website as part of its new "Repreve. For the Planet." campaign. The new website, www.Repreve.com, is focused on educating users about the positive environmental benefits of Repreve, Unifi's family of 100% recycled yarns, and the importance of resource and energy conservation and recycling. The interactive site allows users to explore, learn and engage in helping the environment.

The Repreve website is just one of the many initiatives that Unifi is introducing under its new "Repreve. For the Planet" campaign, which supports Unifi's ongoing initiatives in providing the market with sustainable textile solutions. As part of the initiative, the website will educate and build awareness among the textile industry and end-consumers about the environmental benefits of Repreve recycled yarns and the connection between industry and the environment.

"Unifi is taking a unique and transparent approach in educating consumers and the industry about the benefits of Repreve recycled yarns while involving them in the process of doing more in supporting environmental efforts," said Roger Berrier, executive vice president for Unifi. "The new website will serve as a foundation for our current and future efforts, and reinforces our commitment to protecting and conserving our environment and the planet's natural resources."

Key features of the new site include:

- What is Repreve? - Describes what makes Repreve unique from other recycled yarns, and provides a detailed illustration on how the recycled product is made.
- How Green is Repreve? - Informs users of the eco-benefits of Repreve and environment and resource conservation.
- Repreve Gives Back - Unifi has pledged to donate one percent of its annual Repreve sales to support environmental causes through 1% For The Planet. Consumers can help Unifi determine how the donation is divided among selected environmental causes. To vote, consumers enter a code found on the Repreve hang tag from a branded Repreve product found in stores.
- Where to Find Repreve - Lists brands made with Repreve recycled yarns.

"Giving back to support environmental causes is simply the right thing to do. These organizations will work to better our communities and lands for the generations to come," said Berrier. "Consumers today are more passionate about the environment and we wanted to involve them in directing our environmental donation. Consumers can now log on and vote for the environmental cause they believe in."

To get the full consumer experience, visit www.repreve.com and enter the following individualized code word REPREEVE.

More information about Repreve can be found at www.Repreve.com.