

New York, NY - Wednesday 23 August 2010

Anvil Knitwear, a leading manufacturer of socially and environmentally responsible apparel and accessories, will be introducing the Anvil Eco Collection™ at proPSI Show at the Amsterdam RAI Exhibition Centre. Anvil's Eco Collection is now available through RD Promotional Products <http://www.rdpp.nl>. Visit RDPP's stand 1/330.

Anvil's Eco Collection includes AnvilOrganic®, AnvilRecycled® and AnvilSustainable™ lines. Anvil has been ranked by the Organic Exchange as having the 6th largest organic program for the past two years running.



Corporate Responsibility. At the heart of Anvil's mission is our commitment to helping make the earth a better place to live and work. Anvil understands that manufacturing and business inherently have an impact on the planet, and it is our goal to minimize that impact. And we believe that any responsible company must be concerned about the preservation of the precious natural resources on which its own future --- and all of ours, really --- depends. Anvil also believes in being a good neighbor. We strive to create a safe, fair and honest environment in which our employees can work. But we also care about what happens to them when they go home. So we hard to improve the communities in which are facilities are located, and give back to the people who help us create our products. And to back up our initiatives, we also offer ecologically responsible merchandise. For more information on Anvil's Corporate Responsibility, visit anvil.eu and click on the Responsibility tab or visit anvilcsr.com.

Anvil's Corporate Responsibility strategy and efforts focus on three core areas—environmental, social and product responsibility. Each area is supported by various initiatives with short- and long-term goals. Some initiatives are internal, involving our own efforts to improve energy efficiencies, reduce greenhouse gas emissions and incorporate the use of materials that are less harmful to the environment; others are external, involving our suppliers and stakeholders, who we encourage (and where we can, require) to embrace our values and environmentally-minded practices.

Social Responsibility. Conducting business in a responsible way, in a way that respects and protects the rights of workers and provides quality of life for our employees, is something to which we're deeply committed.

Our manufacturing plants are certified by Worldwide Responsible Accredited Production (WRAP), an independent, non-profit organization dedicated to the certification of lawful, humane and ethical manufacturing.

We're also a Corporate Signatory to Social Accountability International (SAI), and are working with SAI, which promotes workers' rights primarily through its SA8000 system, to develop, implement and communicate a comprehensive strategy for improving social performance throughout our supply chain.

Environmental Responsibility. As a vertically integrated manufacturer, Anvil has adopted a robust sustainable manufacturing platform which focuses on resource reduction, waste management, reduction of GHG emissions, environmentally preferable purchasing, implementation of Restricted Substance Lists (RSL), and development of eco fibers. Anvil is also committed to educating its employees, the community, its supply chain and distribution network and customers on best practices.

Anvil Knitwear is the first company worldwide to receive the new WRAPe certificate for its textile mill, located in Honduras. WRAPe is a comprehensive audit encompassing environmental management systems, waste discharge, use of chemicals in the manufacturing process and a great deal more, in addition to WRAP's existing rigorous compliance requirements.

We are committed to following the CERES 10 point Corporate Code of Environmental Conduct and we have assessed our organizational GHG carbon footprint and analyzed the footprint of three of our key products: our basic tee, our organic tee and our recycled cotton tee. Our first CSR Report using the Global reporting Initiative Guidelines will be released on September 1, 2010. **Get a sneak preview at the proPSI Show.**

Product Safety & Integrity. Anvil is committed to ensuring the highest standards for product safety. Our efforts extend to our product design, the materials that make up our products, our manufacturing practices, our testing and quality control procedures, and our overall ecological footprint. We stand behind our product claims so that you can be assured your Anvil products are safe for consumer use. It's not just the right thing to do. It's the smart thing.

We are proud to announce that our AnvilOrganic® and AnvilSustainable™ t-shirts have received Oeko-Tex® certification. Check anvil.eu for a copy of the certificates.



Anvil has also launched TrackMyT.com, a groundbreaking, interactive Web site that chronicles and brings to life the complete journey and environmental impact of a t-shirt, from cotton-seed to consumer. The site, which specifically tracks t-shirts for youth ages two to 12, allows users to explore cotton farms, a gin and spinners, as well as Anvil's textile mill, cut and sew plants, and distribution facility -- all by inputting a unique tracking number printed on their very own shirt. With a highly dynamic experiential approach, the Web site is designed to appeal to kids and adults alike. It features surprise pop-up messages and graphics, alongside lesson plans for teachers that focus on the environmental, historical and social aspects of manufacturing, buying and owning a t-shirt.

About Anvil Knitwear

Anvil Knitwear, Inc., a socially and environmentally responsible manufacturer of sportswear and accessories, is a leader in the sustainable apparel industry with its AnvilOrganic®, AnvilRecycled™ and AnvilSustainable™ brands. Anvil was ranked the world's sixth-largest organic program and the largest domestic purchaser of U.S.-grown certified organic cotton for 2008 and 2009. Anvil offers 17 affordable eco styles made from a variety of fibers such as certified organic cotton, transitional cotton, recycled cotton, and recycled PET bottles and blends in addition to its over 70 traditional styles. For more information, please visit www.anvil.eu, www.anvilcsr.com and trackmyt.com or call Anvil GmbH at 49.6303.8076.0.

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