



# News Release

*For immediate Release*

**Gildan Activewear Will Hold its 2010 Third Quarter Results Conference Call  
at 8:30 AM EDT on Thursday, August 12, 2010**

**Montréal (Québec), Monday, July 26, 2010** – Gildan Activewear Inc. (GIL; TSX and NYSE) will report its fiscal 2010 third quarter results on Thursday, August 12, 2010. A press release will be issued before market open and a conference call is scheduled at 8:30 AM EDT to discuss the Company's results and business outlook.

The third quarter results conference call can be accessed by dialing (800) 261-3417 (Canada & U.S.) or (617) 614-3673 (international) and entering passcode 33795584, or by live sound webcast on Gildan's Internet site ("Investor Relations" section) at the following address: <http://gildan.com/corporate/IR/webcastPresentations.cfm>. If you are unable to participate in the conference call, a replay will be available starting that same day at 11:30 AM EDT by dialing (888) 286-8010 (Canada & U.S.) or (617) 801-6888 (international) and entering passcode 61351109, until Thursday, August 19, 2010 at midnight, or by sound webcast on Gildan's Internet site for 30 days.

Profile

Gildan is a vertically-integrated marketer and manufacturer of quality branded basic apparel. The Company is the leading supplier of activewear for the screenprint channel in the U.S. and Canada. It is also a leading supplier to this market in Europe, and is establishing a growing presence in Mexico and the Asia-Pacific region. The Company sells T-shirts, sport shirts and fleece in large quantities to wholesale distributors as undecorated "blanks", which are subsequently decorated by screenprinters with designs and logos. Consumers ultimately purchase the Company's products, with the Gildan label, in venues such as sports, entertainment and corporate events, and travel and tourism destinations. The Company's products are also utilized for work uniforms and other end-uses to convey individual, group and team identity. The Company is also a leading supplier of private label and Gildan branded socks primarily sold to mass-market retailers. In addition, Gildan has an objective to become a significant supplier of men's and boys' underwear and undecorated activewear products to mass-market retailers in North America.

- 30 -

Contacts:           **Investor Relations**  
                          Sophie Argiriou  
                          Director, Investor Communications  
                          Tel: (514) 343-8815  
                          Email: [sargiriou@gildan.com](mailto:sargiriou@gildan.com)

**Media Relations**  
                          Geneviève Gosselin  
                          Director, Corporate Communications  
                          Tel: (514) 343-8814  
                          Email: [ggosselin@gildan.com](mailto:ggosselin@gildan.com)