



## **Unifi Launches Repeve.com**

New Eco-Focused Site Engages Consumers in Recycled Product, Supporting the Environment

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 "Repeve. For the Planet." campaign. The new website, [www.Repeve.com](http://www.Repeve.com), is focused on educating users about the positive environmental benefits of Repeve, 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 Repeve website is just one of the many initiatives that Unifi is introducing under its new "Repeve. 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 Repeve 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 Repeve 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 Repeve? - Describes what makes Repeve unique from other recycled yarns, and provides a detailed illustration on how the recycled product is made.
- How Green is Repeve? - Informs users of the eco-benefits of Repeve and environment and resource conservation.
- Repeve Gives Back - Unifi has pledged to donate one percent of its annual Repeve 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 Repeve hang tag from a branded Repeve product found in stores.
- Where to Find Repeve - Lists brands made with Repeve 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.repeve.com](http://www.repeve.com) and enter the following individualized code word REPPEVE.

More information about Repeve can be found at [www.Repeve.com](http://www.Repeve.com).