



The NBPA, THINK450 and Hanesbrands Inc. Announce Official Apparel Partnership

NEW YORK, NY, June 20 2019 – The National Basketball Players Association (NBPA) and THINK450 announced a partnership today with Hanesbrands Inc. that will recognize Champion as the official sport style partner of the union. With this new multiyear partnership, Champion will develop, manufacture and provide apparel for NBPA camps and clinics as well as apparel items including shirts, hoodies, pants and other goods that bear NBPA marks. NBPA branded items will be made for sale at select retail locations.

“For as long as I can remember, Champion has been a top sportswear brand and part of basketball culture,” said Payne Brown, President of THINK450. “Offering a wide variety of casual wear as well as high-quality performance apparel, they are a natural fit with the lifestyle of our players and the union as a whole. There is ample opportunity for growth with this partnership and I am excited to see our two organizations move forward together.”

“Champion is pleased to be a key strategic partner of the NBPA,” said Hanesbrands Inc. Group President-Global Activewear Jon Ram. “Being the official sport style partner of the NBPA is an exciting opportunity for Champion to continue to work with world-class athletes and teams that transcend their sport. We look forward to collaborating with the Union and providing support to its members as they pursue their goals off the court.”

In addition to being the official sport style partner of the NBPA and THINK450, Champion will work in collaboration with the union as a marketing partner on various events, including One Court and the NBPA Players’ Voice Awards.

All media inquiries should be directed to elle.hagedorn@nbpa.com and jennifer.leonard@hanes.com.

About the NBPA

The National Basketball Players Association (NBPA) is the union for current professional basketball players in the National Basketball Association (NBA). Established in 1954, the NBPA’s mission is to ensure that the rights of NBA players are protected and that every conceivable measure is taken to assist players in maximizing their opportunities and achieving their goals—on and off the court.

The NBPA advocates on behalf of the best interests of all NBA players, including the negotiation of collective bargaining agreements, the filing of grievances on behalf of the players, or counseling players on benefits, educational, and post-NBA career opportunities.

In addition, the NBPA provides a forum for players to participate in union activities – including executive leadership roles, team representative positions, and global community outreach initiatives. The NBPA offers each NBA player the opportunity to get involved in the democratic institution that was created for, continues to exist for and is run by them.

About THINK450

THINK450 is the innovation engine of the NBPA, charged with creating disruptive and substantive business relationships for the most marketable athletes on the planet. THINK450 represents every current NBA player and works with leading companies and brands across all industries to help its members capitalize on growth opportunities in the content, marketing, technology, and licensing arenas – among others. For more information, please visit THINK450.com.

About Champion®

For 100 years Champion Athletic wear has offered a full line of innovative athletic apparel for men and women including activewear, sweats, tees, sports bras, team uniforms and accessories. Champion uses innovative design and state-of-the-art product testing to ensure uncompromised quality and innovative apparel for its consumers. Champion Athletic wear can be purchased at department stores, sporting goods, specialty retailers, and at Champion.com. Champion is a brand of Hanesbrands Inc. (NYSE:HBI).

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