

Textile Company, Unifi, Inc., Teams Up With Professional Sports Franchises to Spread Environmentally Responsible Message

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Collaboration includes in-stadium activations and launch of once-in-a-lifetime sweepstakes series

GREENSBORO, N.C., Feb. 15, 2017 /PRNewswire/ -- [Unifi, Inc.](#) (NYSE: UFI), makers of [REPREVE®](#), the leading recycled fiber brand made from plastic bottles, announces its collaboration with seven professional sports teams, including those from the NBA and NHL. The collaboration involves engaging crowds in messages aimed at environmental responsibility, as well as the launch of the REPREEVE Ultimate Sports Fan Experience, a sweepstakes series consisting of once-in-a-lifetime experiences with multiple franchises, including the Dallas Mavericks, Portland Trail Blazers, Boston Bruins, Detroit Red Wings, Anaheim Ducks, Minnesota Wild and New Jersey Devils. As part of the sweepstakes, lucky winners will receive a variety of unique prizes including on-court/ice passes, VIP tickets, pre-game bench access, locker room tours, autographed team goods and player meet-and-greets. In addition, each stadium will be enveloped in recycling messaging, showing fans that REPREEVE makes it easy for them to be a catalyst for positive environmental change.



The REPREEVE Ultimate Sports Fan Experience is part of Unifi's national REPREEVE #TurnItGreen mobile tour, in which the Company travels the nation with a custom-designed, interactive trailer to educate the public about the importance of recycling and showcase the high-quality REPREEVE-based products that can be made when fans recycle their water bottles. The tour makes stops at sports stadiums and live music festivals across the country to raise awareness about how individuals can help make the earth a healthier place by choosing products made with recycled materials like REPREEVE. Unifi's REPREEVE fiber is used by many well-known brands across auto, home and apparel industries, including Ford, The North Face, Volcom, Fossil and Pottery Barn.

"Only 32 percent of plastic bottles are recycled in the United States, which is a statistic Unifi is working diligently to change," said Jay Hertwig, vice president of global brand sales, marketing and product development for Unifi. "Through the REPREEVE Ultimate Sports Fan Experience and the #TurnItGreen tour, we aim to rally people's passion for sports, and help spread that passion toward taking better care of our environment. Because so many performance sports brands use REPREEVE in their products, it's a great opportunity to connect fans with environmentally responsible practices and top-quality merchandise, as well as show them that they can make a positive impact on our environment just from buying recycled products."

Each of the sweepstakes entry periods will last for one month; the first started Feb. 13 with the Portland Trail Blazers, and closes on March 12. Fans can view the entire series and enter their favorite team's sweepstakes by visiting www.REPREVE.com.

For more information about REPREEVE, visit the REPREEVE Facebook page www.facebook.com/REPREVE.

About REPREEVE:

REPREVE® is Unifi, Inc.'s (NYSE: UFI) flagship brand of recycled fibers, made from recycled materials, including plastic bottles. REPREEVE can be found in products ranging from apparel and hosiery to automotive and industrial applications, and is used by some of the world's leading brands, including Patagonia, Haggard, Quiksilver and Ford. REPREEVE's #TurnItGreen initiative is designed to encourage recycling and raise awareness among consumers that recycled bottles can be turned into cool products they use every day. For more information about REPREEVE, visit www.REPREVE.com; like us on [Facebook](#) and follow us on [Twitter](#) and [Instagram](#).

About Unifi:

Unifi, Inc. is a multi-national manufacturing company that produces and sells textured and other processed yarns designed to meet customer specifications, and premium value-added ("PVA") yarns with enhanced performance characteristics. Unifi maintains one of the textile industry's most comprehensive polyester and nylon product offerings. Unifi enhances demand for its products, and helps others in creating a more effective textile industry supply chain, through the development and introduction of branded yarns that provide unique performance, comfort and aesthetic advantages. In addition to its flagship REPREEVE® products – a family of yarns made from recycled materials – key Unifi brands include: SORBTEK®,

REFLEXX®, AIO® – all-in-one performance yarns, SATURA®, AUGUSTA®, A.M.Y.®, MYNX® UV and MICROVISTA®. Unifi's yarns are readily found in the products of major brands in the apparel, hosiery, automotive, home furnishings, industrial and other end-use markets. For more information about Unifi, visit www.unifi.com; to learn more about REPREEVE®, visit www.REPREEVE.com.

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