



FOR IMMEDIATE RELEASE

**DETROIT LIONS SUSTAINABILITY PARTNER REPREEVE LAUNCHES
“MAKE THE SMART THROW SWEEPSTAKES”**

Sweepstakes Winner to Participate in Halftime Skills Challenge for an Opportunity to Win \$75,000

Greensboro, N.C. – October 9, 2015 – Unifi, Inc.’s (NYSE:UFI) REPREEVE®, a leading recycled fiber brand and the official recycling and sustainability partner of the Detroit Lions, launches the “Make The Smart Throw Sweepstakes.” It offers one lucky fan round-trip airfare, accommodations in Detroit, a pair of tickets to the Lions Oct. 25 game against Minnesota, and an opportunity to participate in the “Make the Smart Throw Skills Challenge” during halftime for a chance to win up to \$75,000.

REPREEVE is a fiber made from recycled materials, such as plastic bottles, and is used in some of America’s favorite brands. REPREEVE’s “Make the Smart Throw” initiative encourages fans to throw their plastic bottles in the recycling bin instead of the trash, educating them about recycling and how Unifi turns plastic bottles into cool REPREEVE-based products that can be worn and used every day.

Starting Oct. 8, sweepstakes contestants are eligible to enter online by visiting win.repreve.com and can enter once per day through Oct. 18.

“The Detroit Lions and their fans have been excellent partners helping us raise awareness about the importance of recycling and the quality products that are created from recycled plastic bottles,” said Roger Berrier, president and chief operating officer of Unifi, Inc. “The sweepstakes is a chance for us to educate sports fans while giving them an incredible on-field opportunity.”

To educate consumers further on the cool products that can be made from recycled bottles, REPREEVE will launch the #TurnItGreen national mobile tour. The tour will make stops across the United States, including Ford Field, giving consumers a chance to learn about REPREEVE through a number of engaging displays and product giveaways from major brands including Volcom, Polartec and more.

For more information on REPREEVE, please visit www.REPREVE.com, or visit the REPREEVE Facebook page www.facebook.com/REPREVE.

About REPREEVE:

REPREEVE® 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, Haggar, 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](#).

REPREEVE and #TurnItGreen are trademarks of Unifi, Inc.

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 premier 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 REPREVE® products – a family of eco-friendly 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 REPREVE®, visit www.REPREVE.com.

About The Detroit Lions:

The Detroit Lions are a professional American football team based in Detroit, Michigan. They are members of the North Division of the National Football Conference (NFC) in the National Football League (NFL), and play their home games at Ford Field in Downtown Detroit. The team located to Detroit in 1934 and is the National Football League’s fifth oldest franchise. The Detroit Lions most recently made the NFL playoffs in 2014, when they finished with a 11-5 record. In addition to professional football, the Detroit Lions have a visible and active community relations role in the Detroit area. With a focus on health and wellness and community revitalization, the Lions have contributed \$7.2 million through philanthropic efforts since 1991. For more information, please visit <http://www.detroitlions.com>.

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