



FOR IMMEDIATE RELEASE

DETROIT LIONS TEAM UP WITH REPREEVE® FOR SECOND YEAR TO CONTINUE SUSTAINABILITY INITIATIVE

Lions Encourage Fans to “Make The Smart Throw” by Tossing Plastic Bottles into the Recycling Bin to be Transformed into REPREEVE-based Consumer Products

DETROIT, Mich. – August 5, 2015 – Coming off of a successful first year partnership, the Detroit Lions announce a second consecutive year with Unifi, Inc.’s (NYSE:UFI) **REPREEVE®** as the team’s official sustainability partner. REPREEVE transforms recycled plastic bottles into fibers used to make fabric found in some of America’s favorite brands, including Ford, Haggar, Polartec, Quiksilver and Volcom.

Kicking off the 2015 season, REPREEVE will turn the Aug. 8 Lions preseason scrimmage green with Matthew Stafford and other Lions quarterbacks wearing REPREEVE green jerseys made from recycled plastic bottles. REPREEVE will be onsite to give attending fans the chance to win REPREEVE-based prizes and tickets to the Oct. 25 REPREEVE sponsored game.

“We are very excited to have REPREEVE back for another year of a great sustainable partnership,” said Detroit Lions Team President Tom Lewand. “Last year, Lions fans recycled nearly 60,000 plastic bottles at Ford Field. We look forward to the continuation of this aggressive recycling effort and showcasing REPREEVE-based products created from recycled plastic bottles to our fans.”

During the Oct. 25 game against the Minnesota Vikings, REPREEVE will host a “Make the Smart Throw” challenge during halftime where one lucky fan will get the chance to win up to \$50,000 for completing a series of difficult throws on the field.

“This continued partnership with the Lions provides us a unique platform to educate fans on the importance of recycling and sustainability,” said Roger Berrier, president and chief operating officer of Unifi, Inc. “Compared to other countries, the United States recycles significantly fewer plastic materials, with less than 32 percent being recycled. Together with the Lions, we can show fans that through the simple act of recycling, they can play a role in transforming plastic bottles into great consumer products.”

To further educate consumers on the cool products that can be made from recycled bottles, REPREEVE will launch a national recycling tour later this year. The tour will make stops across the United States, including Ford Field, giving consumers a chance to recycle their plastic bottles in exchange for REPREEVE-based products.

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

About REPREVE:

REPREVE® is Unifi, Inc.'s (NYSE: UFI) flagship brand of recycled fibers, made from recycled materials, including plastic bottles. REPVE 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, Hagggar, Quiksilver and Ford. REPVE'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 REPVE, visit www.REPREVE.com; like us on [Facebook](#) and follow us on [Twitter](#) and [Instagram](#).

REPREVE 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 REPVE® 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 REPVE®, 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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