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Fruit of the Loom Partners with Goldbug to Introduce Newborn, Infant and Toddler Accessories and Apparel Line in 2019

Bowling Green, Ky. (Jan. 16, 2018) – Fruit of the Loom is excited to announce a new partnership and licensing agreement with Goldbug, the largest distributor of infant and children’s accessories in the United States. This new relationship between Fruit of the Loom and Goldbug will produce a unique product line to cover babies’ needs from head to toe, which will sell at national and online retailers beginning in spring 2019.

“As a proven leader in the baby softgoods market, Goldbug’s focus on quality and innovative design makes them the perfect strategic partner for us as we enter this category,” said Melissa Burgess Taylor, Fruit of the Loom, Inc., Chairman and CEO. “Fruit of the Loom is known for its quality, value and style, and we are excited to offer innovative products to new parents seeking a known and trusted brand for their children.”

“We are enormously proud to begin a partnership with Fruit of the Loom, an iconic American brand recognized around the world,” said Katherine Gold, Goldbug CEO. “We look forward to a long and productive relationship with Fruit of the Loom, which will allow us to grow together and develop products that offer solution-oriented, pleasing designs that parents will love.”

About Fruit of the Loom, Inc.

Fruit of the Loom, Inc., a Berkshire Hathaway company, is a global pioneer in the design, manufacture and marketing of family apparel, intimates, and athletic apparel and equipment. With a heritage of more than 150 years, its diverse portfolio of more than 20 iconic brands includes Fruit of the Loom®, Russell Athletic®, Spalding®, JERZEES® and Vanity Fair®. The company is an industry leader in social and environmental responsibility in the communities where it operates around the world. Headquartered in Bowling Green, Kentucky, Fruit of the Loom, Inc. employs nearly 30,000 people in 26 countries. It provides 258,000 additional jobs through sourcing and licensing manufacturing locations in 37 countries. For more information, visit fotlinc.com.

About Goldbug

Goldbug was founded in 1968 by Bill Gold, and the company is excited to celebrate its 50-year anniversary in 2018. Since its founding, Goldbug has expanded from one sku in one product category to over 10,000 skus in the newborn, infant, toddler, and kids segments. The company has defined itself around strong partnerships with consumers, brands, and retailers alike. Goldbug products can be found in all distribution channels and the Company has a global manufacturing and retail presence. Today, Goldbug is 100% woman owned by its CEO and the daughter of its founder, Katherine Gold.

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Babies wearing Goldbug licensed apparel from Fruit of the Loom.