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**FRUIT OF THE LOOM, USAID PARTNER TO IMPROVE EDUCATION  
THROUGH TECHNOLOGY IN EL SALVADOR**

**BOWLING GREEN K.Y., Nov. 4, 2014** – Fruit of the Loom, Inc., announced Nov. 4 the Company has partnered with the U.S. Agency for International Development (USAID), the Business Development Foundation (FEPADE), and the Ministry of Education in El Salvador to establish a Digital Learning Center in El Bosque School, located in Ciudad Arce, La Libertad, El Salvador. El Bosque is the latest school to benefit from the year-long partnership, which also included providing aid to five total schools, including four in Ciudad Arce and one in Santa Ana, El Salvador.

Between 2013 and 2014, Fruit of the Loom invested more than \$73,000 to improvements in school infrastructure and the creation of Digital Learning Centers in El Salvador, benefitting more than 4,000 students and approximately 1,500 families. USAID matched Fruit of the Loom’s donations to provide technical assistance, teacher training and equipment for the Digital Learning Centers. Microsoft El Salvador also donated the license for two robotic kits to each school.

"We see education as a cornerstone for the development of society," said Jaime Guevara, Vice President of Manufacturing for Fruit of the Loom, Inc., for El Salvador and Mexico. "We are proud to invest in the future of our children and allow them to have the opportunity to learn to use tools that introduce them to a new, innovative technological world."

"Adopt-A-School is an excellent example of what can be achieved by working together," added Adam Schmidt, Director of Democracy and Governance, USAID/El Salvador. "I thank and congratulate our Fruit of the Loom partners for investing in education and demonstrating their commitment for the development of the country."

**About Fruit of the Loom, Inc.**

Fruit of the Loom, Inc. is a global pioneer, specializing in the design, manufacture, and marketing of a number of iconic family apparel, athletic apparel, and sporting equipment brands including Vanity Fair®, Fruit of the Loom®, Spalding®, and Russell Athletic®. Each of our brands practice the relentless pursuit of better, by striving to create innovative apparel and equipment that fits well, feels great and helps make amazing things possible. Fruit of the Loom, Inc., a wholly owned subsidiary of Berkshire Hathaway, actively seeks ways to be best-in-class in social and environmental responsibility in the communities it serves around the world. For more information, visit [fruit.com](http://fruit.com).

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