

News Release

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For Immediate Release

Salt Life Website, Designed by Woodward & Zwolinski, Ranked By *Internet Retailer Magazine* in Hot 100 Retail Web Sites

Greenville, South Carolina – June 22, 2012 *Internet Retailer Magazine*, a monthly magazine on e-retailing with more than 40,000 subscribers, has recognized the Salt Life apparel website in its "2012 Hot 100 Retail Web Sites and Top 10 Mobile Retailers" issue. According to Internet Retailer, the Hot 100 list "represents the judgements of our editors about which e-commerce sites have broken new ground in the past year in ways other e-retailers can learn from." Salt Life is a subsidiary of Delta Apparel based in Greenville, SC, an international design and manufacturing company that features activewear apparel and headwear, along with high quality private label programs. Salt Life specializes in sports apparel for fishing, diving, surfing, and other salt-water activities.

Partnering with Delta Apparel's e-commerce team, Woodward & Zwolinski [ZWO], a Greenville, SC-based business-to-consumer brand development firm, designed the site and centered it around social communities featuring fishing, diving, surfing, and beach activities. Social media tools on the retail website include Flickr, Twitter, Facebook, and blogs authored by avid salt-water adventurers.

"We specialize in helping our clients deliver their brand message straight to consumers," said Tina Zwolinski, CEO of Woodward & Zwolinski. "We're thrilled that the Salt Life website was recognized so quickly -- the re-tooled site was launched in March of 2011, and less than a year later was setting a standard for retail sites. But we're even more thrilled that Salt Life is succeeding at building communities that love the Salt Life product and are avid fans. Once fans of a product start

talking to one another and sharing their experiences with others, e-commerce becomes so much more effective, and simpler too."

As a branding & business development firm, ZWO works to transform its clients' customers into communities of thoughtful, involved, passionate brand advocates. ZWO accomplishes this by implementing cause, community, customer experience, influencer, and word of mouth marketing -- particularly using web, social media, and web 2.0 tools. The company's expertise in strategic counsel, marketing direction, and brand development for local, state-wide, national, and international clients has allowed it to serve clients in diverse industries, including apparel, student housing, retail, sports, events, youth, and non-profit segments. For more information on ZWO visit <http://www.wozwo.com/> or contact them at 864.630.6670.

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