

# Soffe Debuts New Men's Line Inspired by the American Hero – XT46: Extreme Training since 1946

NEW YORK, N.Y., Oct. 18, 2011 (SEND2PRESS NEWSWIRE) – Soffe, a leading activewear apparel brand, introduces a new men's line, [XT46](#). Short for "Extreme Training since 1946," the collection, inspired by the all-American hero, is in celebration of Soffe's long history supporting the United States military.

Since 1946, Soffe has been meeting the needs of U.S. troops around the world. The Company currently manufactures training apparel for all branches of the U.S. military and supplies retail locations on military bases throughout the world. The [XT46 collection](#) brings this extensive expertise in Special Forces training products to the American consumer for the first time. The collection also highlights Soffe's support of the Wounded Warrior Project by featuring this worthy cause on the XT46 apparel hangtags.

"XT46 is designed like the ultimate training apparel being used by the experts, our U.S. military, on a daily basis," explains Ken Spires, President of M.J. Soffe. "Through XT46, Soffe takes the kind of performance gear used by our all-American heroes and makes it available for the first time to all Americans."

Made with moisture management fabrics, XT46 optimizes the physical training experience with garments constructed to allow freedom of movement rather than restriction. Inspired by those in combat, Soffe incorporates accents of military camouflage in each garment of the XT46 collection.

Soffe is dedicating part of its website, [www.soffe.com](http://www.soffe.com), to XT46, with training tips, survival guides and video content. Consumers can also visit [www.XT46.com](http://www.XT46.com) for this information.

## **About the Company:**

M.J. Soffe, established in 1946, was acquired by Delta Apparel, Inc. in 2003. Delta Apparel, Inc., along with its operating subsidiaries, M. J. Soffe, LLC, Junkfood Clothing Company, To The Game, LLC, Art Gun, LLC and TCX, LLC, is an international design, marketing, manufacturing, and sourcing company that features a diverse portfolio of lifestyle branded activewear apparel and headwear, and high quality private label programs.

The Company specializes in selling casual and athletic products across distribution tiers and in most store types, including specialty stores, boutiques, department stores, mid-tier and mass chains. From a niche distribution standpoint, the Company also has strong distribution at college bookstores and the U.S. military.

The Company's products are made available direct-to-consumer on its websites

at [www.soffe.com](http://www.soffe.com) , [www.junkfoodclothing.com](http://www.junkfoodclothing.com) , [www.saltlife.com](http://www.saltlife.com) and [www.deltaapparel.com](http://www.deltaapparel.com) . Additional products can be viewed at [www.2thegame.com](http://www.2thegame.com) and [www.thecottonexchange.com](http://www.thecottonexchange.com) . The Company's operations are located throughout the United States, Honduras, El Salvador, and Mexico, and it employs approximately 7,200 people worldwide.

Additional information about the Company is available at [www.deltaapparelinc.com](http://www.deltaapparelinc.com) .

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