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Unifi Launches Repreve.com

New Eco-Focused Site Engages Consumers in Supporting the Environment

GREENSBORO, N.C. – September 15, 2008 - Unifi, Inc. (NYSE: UFI), a diversified producer and processor of polyester and nylon yarns, unveiled a new consumer-focused, interactive website as part of its new “Repreve®. For the Planet.” campaign. The new website, www.repreve.com, is focused on educating users about the positive environmental benefits of Repreve®, Unifi’s family of 100% recycled yarns and the importance of resource and energy conservation and recycling. The interactive site allows users to explore, learn and engage in helping the environment.

The Repreve® website is just one of the many initiatives that Unifi is introducing under its new “Repreve®. For the Planet” campaign, which supports Unifi’s ongoing initiatives in providing the market with sustainable textile solutions. As part of the initiative, the website will educate and build awareness among the textile industry and end-consumers about the environmental benefits of Repreve® and the connection between industry and the environment.

“Unifi is taking a unique and transparent approach in educating consumers and the industry about the benefits of Repreve®, while involving them in the process of doing more in supporting environmental efforts,” said Roger Berrier, executive vice president for Unifi. “The new website will serve as a foundation for our current and future efforts, and reinforces our commitment to protecting and conserving the planet’s natural resources.”

Key features of the new site include:

- What is Repreve®? - Describes what makes Repreve® unique from other recycled yarns, and provides a detailed illustration on how the product is made
- How Green is Repreve®? - Informs users of the eco-benefits of Repreve® and resource conservation
- Repreve® Gives Back - Unifi has pledged to donate one percent of its annual Repreve® sales to support environmental causes through 1% For The Planet. Consumers can help Unifi determine how the donation is divided among selected environmental causes. To vote, consumers enter a code found on the Repreve® hang tag from a branded Repreve® product found in stores.
- Where to Find Repreve® – Lists brands made with Repreve®

“Giving back to support environmental causes is simply the right thing to do. These organizations will work to better our communities and lands for the generations to come,” said Berrier. “Consumers today are more passionate about the environment and we wanted to involve them in directing our environmental donation. Consumers can log on and vote for the environmental cause they believe in.”

To get the full consumer experience, visit www.repreve.com and enter the following individualized code word REPPEVE.

About Unifi:

Unifi, Inc. (NYSE: UFI) is a diversified producer and processor of multi-filament polyester and nylon textured yarns and related raw materials. The Company adds value to the supply chain and enhances consumer demand for its products through the development and introduction of branded yarns that provide unique performance, comfort and aesthetic advantages. Key Unifi brands include, but are not limited to: aio[®] - all-in-one performance yarns, Sorbtek[®], A.M.Y.[®], Mynx[®] UV, Repeve[®], Reflexx[®], MicroVista[®] and Satura[®]. Unifi's yarns and brands are readily found in home furnishings, apparel, legwear, and sewing thread, as well as industrial, automotive, military, and medical applications. For more information about Unifi, visit www.unifi.com, or to learn more about Repeve[®], visit the new website www.repeve.com.

CAUTIONARY STATEMENT ON FORWARD-LOOKING STATEMENTS

Certain statements included herein contain forward-looking statements within the meaning of federal security laws about Unifi, Inc.'s (the "Company") financial condition and results of operations that are based on management's current expectations, estimates and projections about the markets in which the Company operates, as well as management's beliefs and assumptions. Words such as "expects," "anticipates," "believes," "estimates," variations of such words and other similar expressions are intended to identify such forward-looking statements. These statements are not guarantees of future performance and involve certain risks, uncertainties and assumptions, which are difficult to predict. Therefore, actual outcomes and results may differ materially from what is expressed or forecasted in, or implied by, such forward-looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements, which reflect management's judgment only as of the date hereof. The Company undertakes no obligation to update publicly any of these forward-looking statements to reflect new information, future events or otherwise.

Factors that may cause actual outcome and results to differ materially from those expressed in, or implied by, these forward-looking statements include, but are not necessarily limited to, availability, sourcing and pricing of raw materials, pressures on sales prices and volumes due to competition and economic conditions, reliance on and financial viability of significant customers, operating performance of joint ventures, alliances and other equity investments, technological advancements, employee relations, changes in construction spending, capital expenditures and long-term investments (including those related to unforeseen acquisition opportunities), continued availability of financial resources through financing arrangements and operations, outcomes of pending or threatened legal proceedings, negotiation of new or modifications of existing contracts for asset management and for property and equipment construction and acquisition, regulations governing tax laws, other governmental and authoritative bodies' policies and legislation, and proceeds received from the sale of assets held for disposal. In addition to these representative factors, forward-looking statements could be impacted by general domestic and international economic and industry conditions in the markets where the Company competes, such as changes in currency exchange rates, interest and inflation rates, recession and other economic and political factors over which the Company has no control. Other risks and uncertainties may be described from time to time in the Company's other reports and filings with the Securities and Exchange Commission.

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