

FOR IMMEDIATE RELEASE

**DELTA GALIL ANNOUNCES LICENSING AGREEMENT WITH COLUMBIA
SPORTSWEAR TO LAUNCH PERFORMANCE UNDERWEAR COLLECTIONS**

Tel Aviv, December 21, 2015 – Delta Galil Industries, Ltd. (DELT/Tel Aviv Stock Exchange, DELTY.PK/OTCQX), the global manufacturer and marketer of branded and private label apparel products for men, women and children, today announced an exclusive global licensing agreement to develop, produce and distribute performance-based underwear collections for Columbia Sportswear. This represents a significant expansion into the performance underwear category by Columbia Sportswear, the flagship brand of the global leader in active outdoor apparel, footwear, accessories and equipment, Columbia Sportswear Company (Nasdaq: COLM).

Under the licensing agreement which is in effect through 2018, Delta Galil will produce a range of Columbia Sportswear products including a full collection of women's sports bras and underwear, as well as men's underwear. The first performance underwear collections for Columbia Sportswear will launch at the Outdoor Retailer Winter Market Expo in Salt Lake City, Utah, January 7-10, 2016, with early previews beginning mid-December through the end of the year. The collections will be available for Fall 2016 at Columbia retail stores, outdoor specialty stores, sport specialty stores and better department stores worldwide. Delta Galil is also the exclusive global licensee of men's and women's socks for Columbia Sportswear.

"We are very pleased to expand our partnership with Columbia Sportswear and provide them with intimate apparel collections that embody the performance, fit, function and style that consumers worldwide associate with the Columbia brand," said Isaac Dabah, CEO of Delta Galil. "This represents an important growth opportunity for our business, as activewear remains a strong contributor to our overall sales."

"We are excited to be collaborating with Delta Galil on the development of our performance underwear business," said Matt Merriman, Director of Licensing at Columbia Sportswear. "Their design expertise, ability to meet our high quality and performance standards, and strong global reach will be instrumental in expanding our brand into this important new category."

Performance underwear products are engineered with specialized features, such as moisture management and anti-microbial properties, to meet the needs of consumers with active lifestyles.

About Delta Galil Industries

Delta Galil Industries is a global manufacturer and marketer of branded and private label apparel products for men, women and children. Since its inception in 1975, the Company has continually strived to create products that follow a body-before-fabric philosophy, placing equal emphasis on comfort, aesthetics and quality. Delta Galil develops innovative seamless apparel including bras, shapewear and socks; intimate apparel for women; extensive lines of underwear for men; babywear, activewear, sleepwear, and leisurewear. For more information, visit www.deltagalil.com.

About Columbia

Columbia, the flagship brand of Portland, Oregon-based Columbia Sportswear Company, has been creating innovative apparel, footwear, accessories and equipment for outdoor enthusiasts since 1938. Columbia has become a leading global brand by channeling the company's passion for the outdoors into technologies and performance products that keep people warm, dry, cool and protected year-round. To learn more, please visit the company's website at www.columbia.com.

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