

north-american association of uniform manufacturers & distributors

336 West 37th Street, Suite 370, New York, NY 10018 • Phone: 212.736.3010 • Fax: 212.736.3013 • www.naumd.com

NAUMD 2010 IMAGE OF THE YEAR AWARDS ANNOUNCED

Winners use innovative apparel designs as a key business differentiator in competitive market

FOR IMMEDIATE RELEASE LAS VEGAS – [March 7, 2010] – Winners of the 2010 Image of the Year (IOY) awards were during the [North American Association of Uniform Manufacturers and Distributors \(NAUMD\)](#) Annual Banquet and Awards dinner. Winners were selected by an independent panel of judges representing a selection of the fashion industry's most celebrated designers, journalists and fashion authorities.

For more than 31 years, NAUMD IOY awards have recognized high achievement in the design, creation and manufacturer of imagewear apparel. Winners have mastered the concept of merging fashion and function in their image and market planning. At the same time, the program allows for the acknowledgement and recognition of the associations members who with their clients in creating imagewear that truly promotes and projects the image goals and objectives in building an image that enhances their corporate brand.

This year's IOY award winners include:

CASINO RESORT: Unisync for Niagara Fallsview Casino
HEALTHCARE: Cintas for Florida Hospital Cardio Institute
HOTEL MULTI-UNIT: Superior Uniform Group For Hilton Corporate
HOTEL SINGLE UNIT: Omega Frontline Pan Pacific Vancouver
Hotel Single Unit –Luxury - Cintas for The Pierre Hotel
RESTAURANTS MULTI-UNIT - Superior Uniforms Group for Ruby's Diner
RESTAURANTS FAST FOOD - Cintas for Panda Express

RESTAURANT FINE DINING - The Walt Disney Company for Sanaa
RETAIL ESTABLISHMENTS - G&K Services for Ruby's ampm
CRUISE LINES - Cintas for Royal Caribbean Oasis of the Seas
TRANSPORTATION - Apparel Solutions for Hawaiian Airlines
SERVICE/INDUSTRY - Brookhurst Inc. for Mary Kay
SPORTS ARENA OR FACILITY - Walt Disney Company for ESPN Wide World of Sports
SPECIAL RECOGNITION - G&K Services for Class V

“The IOY awards recognize progressive and leading businesses in several key industries,” said Richard Lerman, president and CEO of the NAUMD. “This year's winners are a dynamic group of companies who have created a competitive edge in their business by placing a strong focus on the image of their staff. As markets become increasingly competitive, imagewear can make a truly significant difference between a customer retained and a customer lost.”

Winners in each category represent apparel programs with varying purposes or functions within their industry. While specifically designed to assist customers and clients in the identification of professional staff, imagewear can also extend a company's brand, increase safety, enhance interior décor and improve employee morale. For example, healthcare organizations that invest in apparel

programs as opposed to employee-purchased scrubs often find a noticeable improvement in patient satisfaction.

“As businesses look for new ways to become more competitive, providing employees with a fresh and exciting look can be a cost-effective way to attract existing and new customers,” added Lerman.

Gary Lewis & The Playboys, of “This Diamond Ring,” and over 20 more hits, provided entertainment during the extravaganza at the Rio All Suite Hotel & Casino in Las Vegas.

About the 2010 Winners:

CASINO RESORT: Unisync for Niagara Fallsview Casino

The Niagara Fallsview Casino came to Unisync at the last minute and asked us to produce a uniform for their new R5 Lounge cocktail servers with only 3 weeks notice. We settled on a design for the dress, custom measured all of their staff and delivered the program right on schedule opening day. Their senior execs, beverage managers, staff were totally impressed with the look and delivery of this program from design phase, through to test wear, final spec development, measuring and final fit/feel.

HEALTHCARE: Cintas for Florida Hospital Cardio Institute....This exclusive design custom scrub program was instituted to cover five different job functions: RN, Echo-Stress, PCT, Cath Lab-Invasive and Ancillary. The scrubs incorporate a complete custom color program centered around cinnamon to complement the corporate color palette. As well, we developed exclusive silhouettes and utilized a custom heart-shaped design pattern for the trim – honoring the focus of this renowned healthcare organization. This unique heart-shaped design also incorporates the Florida Hospital logo within its form to further differentiate their brand and make the resulting look of their uniforms very ownable. This department is the only one to have its own custom program.

HOTEL MULTI-UNIT: Superior Uniform Group For Hilton Corporate - Hilton wanted a clean, soft and cool look for the various departments. Since each property holds so many different functionalities, they used color to create a uniformed look. Superior Uniform Group assembled a serene yet sophisticated palette, blending natural tones with black. This program will be used by the front desk staff, doormen, housekeepers, and maintenance people in each property.

HOTEL SINGLE UNIT: Omega Frontline Pan Pacific Vancouver: The summer and winter doorman uniforms that we designed for The Pan Pacific Hotel in Vancouver, Canada are interpreted in a colour palette of metallic shades - light silver, matte steel and dark pewter grays. Both the summer and winter coats are clean, contemporary interpretations of classic military dress uniforms. The stand collar, single breasted styling and straight rows of braid trim echo their traditional history, but with a modern twist. The summer doorman coats and pants are made from silver grey lightweight Poly/Wool Tropical weave with slightly darker steel matte braid and simple, clean finish buttons. The winter doorman coats and pants are a heavier weight Poly/Wool Hopsack fabric in dark pewter grey with the same steel grey matte braid and buttons as the summer uniform. The traditional Remington style hats in matching grays complete the look.

Hotel Single Unit –Luxury - Cintas for The Pierre Hotel

The Pierre wanted an overall design philosophy that echoed the Art Deco era – a European feel with traditional styling using luxurious fabrics. The general manager was very specific that we were not to sacrifice function for form – the uniforms needed to be comfortable and durable for the employees as well.

Cintas was able to research the era and provide them with an Art Deco-inspired program, while modernizing some traditional styles. The fabrications chosen allowed the employees to feel they were wearing luxury garments with the benefits durability. This luxury hotel in Midtown Manhattan is the iconic flagship of the renowned Taj Hotels on New York's Fifth Avenue overlooking Central Park. Following a \$100 million renovation, it reopened with new guestroom interiors and a thoughtfully reconfigured first floor public area – accommodating a new restaurant and lobby lounge. With a staff to guest ratio of three to one, it's clear that the hotel's emphasis is on the guest experience and providing and anticipating their every need.

RESTAURANTS MULTI-UNIT - Superior Uniforms Group for Ruby's Diner

The Ruby Restaurant Group opened 27 Ruby's Diners in Southern California, Pennsylvania, Nevada, New Jersey and Missouri. While the basic decor (bright red vinyl booths with white Formica tables, soda fountains and colorful 1940's poster art) and menu remained the same, creative touches were added to many of the Ruby's Diners by developing modified themes to fit the local area. Ruby's goal was to bring back the retro, nostalgic feel of the 1940's era. Superior was able to do that with a state of the art uniform program of candy striped dresses, diner hats, bowties, and diner shirts.

RESTAURANTS FAST FOOD - Cintas for Panda Express

Panda Express is the most popular U.S. quick-serve Chinese restaurant chain with more than 1,200 locations from coast to coast. Often located in shopping malls and supermarkets, they operate with a unique exposed kitchen and a buffet-style display of their selections. This Asian-inspired program is designed for a unique back of the house application – namely one that is visible to the public – as all Panda Express kitchens are exposed. We placed the kitchen staff in black complementary chef and cook tunics, each with red accents, as well as Chinese character trim to differentiate the chef version. The ubiquitous Panda Express logo adorns the right arm, as well as the back of the tunics. A traditional skullcap has been updated and re-imagined with mesh panels, adjustable straps, a Panda Express patch emblazoned on the front and a Chinese character on the back. Both uniforms are paired with 4-way reversible aprons.

RESTAURANT FINE DINING - The Walt Disney Company for Sanaa

Walt Disney World's Animal Kingdom lodge the Kidani Village on May 1, 2009 opened its doors to Disney Vacation Club Members and Guests alike. One of the featured locations in this new resort is the sit-down restaurant, SANAA, which is Swahili for "Artwork". This would appropriately describe the authentically dressed Greeters awaiting to help you make your dining reservations. The focus for SANAA's Seater and Server costumes are the color and authentic fabric reproduction from the African culture.

RETAIL ESTABLISHMENTS - G&K Services for Ruby's ampm

ampm has 1,100 locations and 10,000 employees for both Arco and BP's "ampm" brand convenience store locations across the country called for a re-branding of the uniform. ampm's new range of workwear is all about color and fun, with a "too much good stuff" twist. These ampm designs are very focused around brand identity as the bright ampm blue base sets off an explosion of color in the form of their proprietary products. The collection consists of long and short sleeve shirts in male and female styles, outerwear and an apron. This uniform is sure to catch your eye, even in the busy environment, and make you want to stop at every ampm store to view the full fashion designs

CRUISE LINES - Cintas for Royal Caribbean Oasis of the Seas

Oasis of the Seas will be the world's largest and most revolutionary ship. It introduces the cruise line's new neighborhood concept, which will provide vacationers with the opportunity to seek out relevant experiences based on their personal styles, preferences or moods. For instance, the Boardwalk will be

a breathtaking space for families, inspired by the nostalgic seaside piers of yesteryear. They will have the first amphitheater at sea – AquaTheater – celebrating water with the largest freshwater pool found on a ship, offering a full spectrum of activities and performances for guests. And the urban living concept will take to the high seas with the introduction of industry-first loft suites offering expansive ocean views and luxury amenities. Enhancements to the cruise line's signature the imagewear program is styled to meet the new approach to this neighborhood concept, with classic design and focus on comfort and durability for its wearers. It's an entirely re-imagined cruise ship experience.

TRANSPORTATION - Apparel Solutions for Hawaiian Airlines

Apparel Solutions uniformed 1800 Flight Attendants and Customer Service Reps for a new 80th Anniversary uniform for Hawaiian Airlines. We provided a sophisticated island look utilizing Asian and Hawaiian Culture inspired design. We provided clean silhouettes for above the waist garments no buttons (except dyed to match buttons on the Aloha shirt...so they blend in) and no pockets. The fabric for the bottomwear and blazer is a tropical weight 50% Australian Wool and 50% Micropoly in Medium Grey. We paired that with an Azul print which is rich in the icons and heritage of Hawaiian and Polynesia.

SERVICE/INDUSTRY - Brookhurst Inc. for Mary Kay

As one of the world's largest direct sellers of skincare and color cosmetics Mary Kay has approximately 13,000 Independent Sales Directors in the U.S. who lead, educate, motivate, and coach some 650,000 Mary Kay Independent Beauty Consultants. An important annual event for Mary Kay Independent Sales Directors is the debut of their specially designed fashion ensemble.

SPORTS ARENA OR FACILITY - Walt Disney Company for ESPN Wide World of Sports

Stepping into the new ESPN Wide World of Sports complex at the Walt Disney World Resort, Guests will be fully immersed in the spirit of competition and sportsmanship. The new costumes, created exclusively for this new venue, are a perfect blend of a sports arena and theme that is commonly associated with Disney. The inspiration for the designs is to guarantee the Cast Members are easily identifiable to Guests without taking away from the "show" that is Walt Disney World. The costumes identify with all types of sporting events – from baseball to soccer – and incorporate the same red, white and black color palette that ESPN is known for. Performance fabrics, updated silhouettes and bright colors update the looks to create a seamless, timeless collection for the Cast.

SPECIAL RECOGNITION - G&K Services for Class V

This tailored program features exclusive Richard Tyler designs for the Class V workgroup with 138 locations, worldwide. Our partnership and previous experience with Richard Tyler made this collaborative line a success. The uniform garments are highly designed, and feature exquisite detail and exceptional quality. The collection features a total of 11 color schemes. This program has staggered launch dates that are aligned with the opening of new or renovated Class V locations that are taking place across the globe.

Subtle accent hints (like the detailed cross on the interior of the outerwear piece) display the customer's identity without being obtrusive. The entire collection consists of male and female tailored pieces such as shirting, turtlenecks, trousers, skirts, blazers, outerwear and jewelry accessories.

For more information about NAUMD or the IOY Awards, visit www.naumd.com or call 212.736.3010.

ABOUT the NAUMD

The North American Association of Uniform Manufacturers & Distributors (NAUMD) has served as the voice of the Uniform Industry since 1933, and is a trade association representing the interests and

needs of its 450+ members, who manufacture, design, produce, and or sell uniforms and uniform accessories or who provide products and or services to the uniform industry. NAUMD represents the interests of the industry to the public, appropriate federal, state, and local governmental agencies, and to the consumer and trade news media. The Association provides services to member firms collectively for the betterment of all member companies and the industry at large. NAUMD also provides the means for the education and interchange of ideas between our members and facilitates communications through several publications and services.

#

Press Contact:

Andi Vance

Mulberry Marketing Communications

(312) 664-1532

avance@mulberrymc.com