



PRESS RELEASE

PERFECTION UNIFORMS LAUNCHES NEW UNIFORM WEBSITE

November 20, 2006 (Brentwood, TN) Perfection Uniforms is pleased to launch a new website at www.perfectionuniforms.com, showcasing the innovations that they have introduced over the past year. Emphasizing "*Pride Through Performance*," Perfection Uniforms is bringing practical innovations to fabric and design, for superior comfort and maximum performance in the line of duty.

"In order to succeed in this demanding market, we must lead, which means doing things better than everyone else. For Perfection, that means developing unique, innovative products and having them readily available for our dealer network to sell and service," noted Steve Gilkeson, VP of Marketing & Merchandising at Perfection Uniforms. *"The end user reception, wear test evaluations and dealer sell through over the past few months have proven that we are on the right track, and our next step is to further strengthen our market presence through web communication. Our new web site showcases our products, programs and dealer network proudly. And with UniformMarket as our web experts, we have years of built in uniform retailing experience, as well as close contact & trust with many of our existing dealers, which greatly improves our ability to communicate our message to the market – fast."*

In conjunction with the launch of www.perfectionuniforms.com, Perfection Uniforms and UniformMarket have teamed up to offer a *Fast Track Deal* for all Perfection dealers who wish to develop or improve their own web presence. The comprehensive program includes E-Commerce capabilities as well as hosting, software license, domain/E-mail service, regular upgrades, and knowledgeable support...at a special value. Interested Perfection dealers may contact Andrew Foss @ alfoss@uniformmarket.com / 610.373.6764 for details.

Perfection Brand momentum has been greatly accelerated by the positive reception to new product innovations during 2006, and the company recently previewed further line extensions as well as new fabric/product *Series* at the IACP in Boston.

- The new *EGC (Ergonomic Garment Construction) System™* that enhances the comfort, mobility, and wear life of Uniform Shirts and Trousers will be extended into a new Polyester (*EclipseSeries™*), and a new Poly/Rayon (*StratusSeries™*) during 2007, as well as a variety of custom/special programs.

- The new *EclipseSeries™* & *StratusSeries™* will also feature technologically advanced woven and knit fabrics, with the exceptional performance advantages first introduced in the *MatrixSeries™*.

- New colors have been added to the *MatrixSeries™* line of performance poly/cotton twills with exceptional color depth & retention, stretch comfort, UV protection, and external liquid protection w/ internal wickability & breathability. *MatrixSeries™* garments are NOW AVAILABLE in Perfection dealers.

- Also, NOW AVAILABLE at Perfection dealers is the new *PinnacleSeries™* line of performance poly/cotton poplins, with exceptional color depth & retention, stretch comfort and external *NanoTex™* "Resists Spills" technology that provides liquid repellency while maintaining natural fiber breathability. *PinnacleSeries™* garments also feature the *Perfection EGC System™* and coordinate with the *MatrixSeries™* line.

Perfection Uniforms, based in Brentwood, Tennessee, is one of the fastest growing uniform companies in the US, and our uniforms are distributed internationally through a select network of full service distributors.

For more information, visit www.perfectionuniforms.com, e-mail customerservice@perfectionuniforms.com, or call 800.476.4964.