



Unisync Group Brings Home Three Image of the Year Awards *Canadian-based apparel provider honoured as one of the best corporate suppliers in North America*

Toronto, ON April 24, 2013 – Today, Unisync Group, a North American leader in corporate apparel and promotional products, announces it has received three awards from the North-American Association of Uniform Manufacturers & Distributors (NAUMD), the industry’s highest achievement. The awards are for three business-changing apparel programs with Unisync clients: The Ottawa Hospital, Rexall, and Girl Guides of Canada-Guides du Canada.

NAUMD’s annual Image of the Year (IOY) Awards honours excellence in both the design and wear of image and corporate apparel programs. The award is the industry’s highest achievement and is selected by an independent panel of judges representing the fashion industry’s most celebrated designers, journalists and fashion authorities.

“Rexall is committed to continuously improving our customer experience - from the introduction of exciting new products to the look and feel of our retail stores. Redesigning our employees' clothing was another important element in this focus,” says Paul Dale, Executive Vice President, Store Operations. “Our employees are the ambassadors of our brand. The uniforms that Unisync designed and developed helped to bring a sense of excitement to our staff, while also bringing the brand to life in our stores for our customers and patients.”

There is a saying that “the clothes make the person” which is equally true of image apparel. As a leader in the space, Unisync understands that strong uniform design can provide a visual extension of a brand story, and ultimately helps to illustrate the true DNA of the brand. In some cases, superior uniform design creates work efficiencies, like is the case at The Ottawa Hospital.

“The Unisync team could not be more deserving of this honour,” said Frances Furmankiewicz, Retired Director of Business Development, The Ottawa Hospital. “They really understand the impact that employee clothing can have on an organizations brand, as well as function. The colour-coded uniform program that was developed and designed for our team was literally a business changer, both for our entire staff and for our patients.”

“As we embarked on designing a new uniform, we consulted with our members and it was clear the girls all wanted something modern, practical and comfortable.” says Pat Nykor, Supervisor of Merchandising, Girl Guides of Canada. “The contemporary uniform that Unisync designed unites the different branches in girl-guiding and truly reflects the dynamic and cohesive organization that Girl Guides is today – and our members love them.”

Unisync was presented with the IOY Award for its work with The Ottawa Hospital in the category of Healthcare; in the category of Community Service for its program with Girl Guides of Canada; and won in the category for Retail Establishments/Non Food for Rexall.

“We are proud of the apparel programs that were developed for our customers, and to be honoured with three NAUMD awards this year is just the cherry on top,” says B. James Bottoms, COO, Unisync Group. “We are experts in image apparel and are thrilled to be recognized for the important work our team has achieved for our customers.”

About Unisync Group Ltd.

Unisync Group is a privately held Canadian owned company and an established leader in corporate apparel and promotional products throughout North America. The company provides more than three million employees with uniforms: work wear and personal protective apparel under the Hammill brand, and corporate uniforms and image apparel under the York brand. Its wide range of services include creative design, technical specification development, global sourcing, manufacturing, online ordering, bilingual customer service, strategic services and inventory planning, as well as state of the art distribution and program management. Unisync’s customization capabilities have been recognized for numerous award-winning design and technological breakthroughs, including six design awards in the past three years, and three in 2013, from the North-American Association of Uniform Manufacturers and Distributors (NAUMD). For more information, please visit www.unisyncgroup.com.

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For more information, please contact:

Natasha Parnanzone, 416-486-5902 or Natasha.parnanzone@gcicanada.com