

NEWS RELEASE

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UNIFORM RETAILERS ASSOCIATION TRADE SHOW SEES STEADY NUMBERS, STRONG BUSINESS ACTIVITY

URA Post Show Report

Zanesville, OH – The 2008 Uniform Retailers Association (URA) Trade Show took place in Reno, NV, September 18-19-20. Once again, the Show proved to be a valued marketplace for industry retailers. Important networking and business was conducted at all levels, supporting sales, inventories and professional growth for the remainder of the year and setting the stage for a successful start to 2009.

Both new and returning exhibitors reported strong sales. *"This is our first time exhibiting here and we're extremely happy with the response."* Todd Gordon, Timberland Pro. Exhibitors were pleased – and a bit surprised by the momentum this Show is gaining in the industry. *"I wish I could convince every retailer how important it is for at least one person from each store to attend the URA Shows."* Bob Fogel, White Swan. *"We met and opened new accounts. We also wrote business with current accounts."* Tom Ness, Mad About Scrubs.

The number of exhibiting companies was up slightly from last year, for a total of 44 – 12 more than 2007. 70 booths filled the new Reno Ballroom with the latest products in the uniform industry.

Attendee reaction to the Show was positive. More than 350 store fronts representing over 118 companies arrived in Reno ready to buy, and were treated to a great number of new products just being introduced by exhibitors.

Independent uniform retailers see the Show as being vital to their business and do much of their buying at the Show so that they can take advantage of show discounts.

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One buyer reported, *"The discounts I get at the show pay for my trip here."* *"Thank you again for putting together such a great show. I truly appreciate your efforts and look forward to next years gathering. Keep up the great work!"* Karen Reed, American Discount Uniform, Inc.

Buyers in attendance at this year's URA Show not only eagerly shopped; they participated in an extensive lineup of education. Thursday was an extraordinary day of learning – created just for retailers. They were treated to five workshops throughout the day presented by some of today's most respected companies in the industry. Friday and Saturday featured retail consultant George Whalin, author of the book *Retail Success* and Jennifer Webb, a business communications specialist and Sheri DeCoste, a business and life coach who specializes in working with small businesses. These speakers were sponsored by Landau and Prestige.

Additional retailer activities were well received. Thursday night bowling and dinner party, sponsored by Peaches and White Swan was a hit with the retailers attending. The event was held at the famous, National Bowling Stadium. The retailers enjoyed bowling, complimentary food, drinks and musical entertainment. A Welcome Reception started the evening off followed by a Fashion Show showcasing the latest uniform industry garments and accessories. Awards were also given out to Cherokee, Best Manufacturer and Best Delivery; Peaches for Best Customer Service and Best Sales Rep went to Charley Weathers, Landau.

Friday night also was a big night as retailers boarded buses to historic Virginia City. The evening was sponsored by IguanaMed. Retailers enjoyed touring the town, listening to Mark Twain's tales and dancing to a country western band.

The third annual URA trade show will be held in Las Vegas in 2009. More information on this show will be announced in the coming month.

The Uniform Retailers Association (URA) is a non profit organization dedicated to the growth and prosperity of the independent uniform retailer. For more information about the Show or the Association, visit the web site at www.UniformRetailers.org or call 740-452-4541.

The Uniform Retailers Association is managed by Offinger Management Company, members of the International Association of Exhibitions and Events (IAEE) and accredited members of the Association Management Company Institute (AMC Institute) and the American Society of Association Executives (ASAE).

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