



Press Release Source: GelScrubs, On Tuesday, March 23, 2010

FOR IMMEDIATE RELEASE

GELSCRUBS ADDS INDUSTRY VETERAN TO SALES ORGANIZATION

CHICAGO, IL, Mar. 23 -- GelScrubs, a leading collegiate medical apparel company, announced today that Steve Schum, former top sales executive with White Swan and current Sales Representative of the Year as voted by the Uniform Retailers Association (URA), has joined GelScrubs as Director of Sales.

Mr. Schum will be responsible for leading sales efforts as GelScrubs' transforms from a niche provider of collegiate-focused medical apparel, to a leader in a full array of licensed and non-licensed medical apparel solutions for the uniform retailing industry.

"We're pleased to have Steve on board. With over 25 years in the uniform retailing industry, Steve has immense customer relationships built over many years taking great care of his customers. It is evident that Steve also brings a unique perspective to our sales force given his creative abilities in understanding our retailing partners' needs and ensuring new initiatives are on the forefront of customer demands for innovative products," said David M. Hunt, CEO of GelScrubs. "With our established footprint of over 1,300 uniform retailing, college bookstore, and specialty collegiate retailers nationwide, and recent growth in excess of 60% annually, we are well positioned to take on new initiatives and launch new offerings for our customers. I feel fortunate to have Steve as a part of our team as we continue to transform our organization and bring exciting new products to our customers."

Steve brings to GelScrubs his experience as a past owner of a small chain of successful uniform and shoe retail stores. He has served as a representative for some of the most respected companies in the industry as well as in management for the past 18 years, bringing the unique perspective of both the retailer and manufacturer to his customers, understanding both points of view and needs & expectations.

About GelScrubs

GelScrubs is the leading provider of collegiate medical apparel to the healthcare industry. With over 250 official NCAA college & university medical apparel licenses, GelScrubs sells medical apparel to over 1,300 retailers and provides in excess of 150,000 medical scrubs annually to healthcare professionals, college students, medical residents, children, and nursing students throughout North America and globally.

Contact: Amber Bayraktar, 312-243-4612 x201, amber@gelscrubs.com