

NEWS RELEASE

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Media Contact: Marrijane Jones

Phone: 740-452-4541 ext. 3131

Fax: 740-452-2552

Email: mjones@offinger.com

FOR IMMEDIATE RELEASE

**The Uniform Retailers Association 3rd Annual Trade Show
Takes Las Vegas By Storm!**

2009 Show's Success Pleases Exhibitors and Buyers

Zanesville, OH, November 9, 2009 - The Oct 26-27-28 Uniform Retailers Association Trade Show held at the Rio All-Suite Hotel & Casino, took Vegas by storm and brought the uniform industry's finest to the city of Las Vegas featuring a comprehensive mix of innovative new products, leading resources, and industry trends. With both new and returning exhibitors from the uniform industry, over 350 retail doors met with industry leaders and were exposed to resources to help grow their retail businesses.

Feedback from exhibitors was positive positioning the Show for a strong return to Las Vegas in 2011. According to exhibitor Todd Gordon with Timberland PRO, "This years URA show in Las Vegas was very successful for Timberland PRO as we launch our new forays into healthcare footwear (Renova) and hospitality/slip resistant footwear (Five Star). While most trade shows are down trending in attendance, the URA show continues to grow. It's well organized and provides manufacturers a focused and targeted group of retailers servicing the healthcare marketplace. We'll see you in Orlando..."

Exhibitor Jennifer Perry with Miami Uniforms commented, "The turnout for the Show was impressive this year. Keep up the good work!"

Dale Thomas from Therafirm was pleased with the show. "This was our first year at the Show and it was very successful! We got orders from 90% of the retailers who visited our booth. Great job!"

"It was a strong show and very well attended. The customers were serious about their business."
Cathi Eicher with Prestige Medical.

Exhibitors were not the only ones pleased with the 2009 URA Trade Show. Retailers were excited about the quantity and quality of new products as well as the ability to spend serious time with vendors.

"The Uniform Retailers Association Trade Show continues to be an important venue for the retail community. It is an opportunity to spend time with vendors, meet unique exhibitors and find the latest products. This show is like no other in the industry," Elizabeth Baltodano, with All Uniform Wear.

"We received positive response to this year's show from both retailers and manufacturers -this market continues to provide a critical and unparalleled business platform for suppliers of and independent retailers in the healthcare sector like no other!" Association and Event Manager, Marrijane Jones.

"The trade show sponsor support this year was overwhelming," commented Steve Land, URA president. "Our sponsors were Jockey Scrubs, White Swan, Landau, Barco Uniforms, Prestige Medical, along with our media sponsors UniformMarket and Made to Measure. With their support URA was able to provide the attending retailers great meals, incredible speakers, and an evening event that surpassed previous years."

Other show highlights included the Retailer Champion Awards voted on by URA retail members:
Manufacturer of the Year – Cherokee
Best Sales Rep – Steve Schum (representing White Swan and Prestige)
Best Customer Service Department – Peaches and Landau
Best Delivery – Landau

"I think it's fair to say the uniform industry is moving forward with cautious optimism into 2010," stated URA founder and former URA president, Melanie Imlay. "Many of us feel we have come through the challenges of the 2009 retail season and look forward to a positive 2010."

In 2010, the 4th Annual Uniform Retailers Association Trade Show will be held November 1-2-3 at Buena Vista Palace in Orlando. Exhibits will be November 2-3 (Tues, Wed) and Retailer Education November 1 (Mon). Visit the web site www.UniformRetailers.org for additional updates and more detailed information as it becomes available.

The Uniform Retailers Association and Trade Show is a non-profit trade association dedicated to the growth and prosperity of the independent uniform retailer. URA assists its members throughout the year by providing education, communication, valuable member benefits and promotion of the independent uniform retailer. Membership is for retailers only.

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). www.Offinger.com

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