



TV Show Goes Behind the Scenes With UniFirst

May 1, 2017

UniFirst Selected as "World's Greatest!..." Uniform and Facility Services Provider

WILMINGTON, Mass., May 01, 2017 (GLOBE NEWSWIRE) -- UniFirst Corporation (NYSE:UNF), an industry leader in the supply and servicing of uniforms, workwear, and facility service products throughout the U.S. and Canada, has been selected as a "best" in the uniform and facility services industry. As such, the company was recently featured on an episode of the popular television show "World's Greatest!...". The show aired in April on national cable and satellite channels, as well as select local network affiliates, throughout the United States and Canada. It will also be re-run on May 8, 2017. For air time and station information, you may visit http://worldsgreatesttelevision.com/tv_schedule/, or to view the four minute UniFirst feature online, visit www.unifirst.com/worldsgreatest/.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/ce45ac9c-81bc-4ca5-a820-9a9233af71eb>.

According to How2Media, the producers of "World's Greatest!...", UniFirst was selected for the show based on its leadership position in the industry and the company's adept ability to fiscally perform despite downturns in the economy.

This is the second time the company has appeared on national television, having previously been featured on the hit CBS-TV reality series "Undercover Boss." In the episode, UniFirst President and CEO, Ron Croatti, went undercover to work side-by-side with his staff and discover possible ways to improve business operations and customer services at the company's hundreds of locations coast-to-coast.

The UniFirst episode of "World's Greatest!..." featured the company's Whippany, N.J., service facility, just outside of the Newark area. This operation is one of UniFirst's 240 facilities located throughout the United States and Canada. "We're honored that our company was recognized by the "World's Greatest!..." program," said David Katz, senior vice president of sales and marketing, who was also featured on the show. "The television segment did a great job showcasing our customer service-oriented 'family' culture, as well as our technologically advanced operations that help us provide the highest levels of customer satisfaction in our industry."

"UniFirst has achieved annual company growth every year since its founding in 1936, due in no small part to an understanding of the need for continuous improvement and continual innovation in servicing its customers," said Gordon Freeman, executive producer of the television show. "We got the story behind the story with this great and growing 80-year-old company, and show viewers why UniFirst was selected as the best in its category and, therefore, featured on the show."

About UniFirst

Headquartered in Wilmington, Mass., UniFirst Corporation (NYSE:UNF) is a North American leader in the supply and servicing of uniform and workwear programs, as well as the delivery of facility service programs. Together with its subsidiaries, the company also provides first aid and safety products, and manages specialized garment programs for the cleanroom and nuclear industries. UniFirst manufactures its own branded workwear, protective clothing, and floorcare products, and with over 240 service locations, 300,000 customer locations, and 13,000 employee Team Partners, the company outfits nearly 2 million workers each business day. For more information, contact UniFirst at 800.455.7654 or visit www.unifirst.com.

About "World's Greatest!..."

"World's Greatest!..." is a 30-minute show dedicated to highlighting the world's greatest companies, products, places, and people. Each show is a fast paced tour around the world featuring behind the scenes footage, informative interviews, and exciting visuals.

About How2Media

How2Media is a 21st Century television production company. Their award winning programming can be seen on national cable channels and local network affiliates across the country. For more information on How2Media and their show lineup, please visit www.How2Media.tv.

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UniFirst Corporation