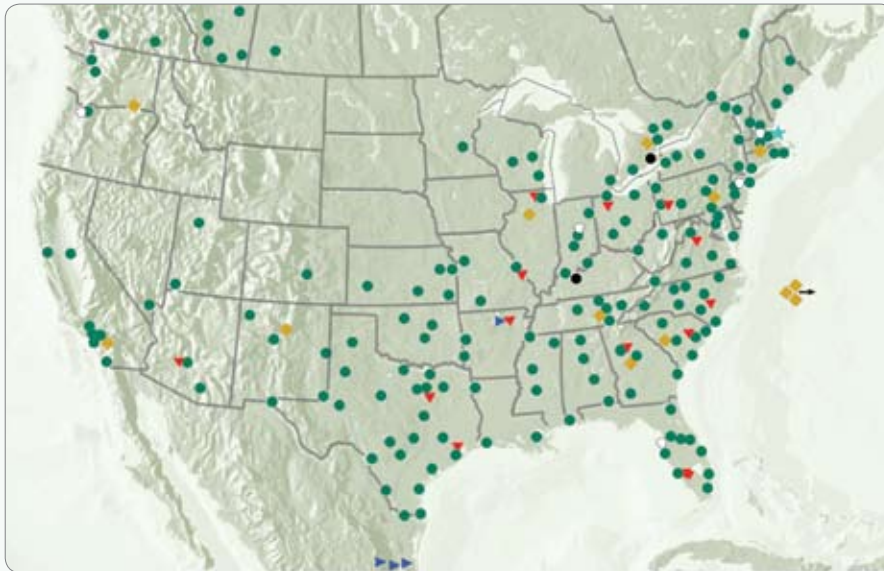




Back to Basics

Uniforms • Services • Solutions

UniFirst Today



Locations

- ★ Corporate Headquarters
- Service Locations
- Distribution Centers
- ▶ Manufacturing Plants
- ◆ Nuclear Service Locations
- Cleanroom Service Locations
- ▼ First Aid Locations

UniFirst's mission is to consistently deliver enhanced image, identity, and protection solutions that represent the best customer value, produce the greatest user benefits, and earn us recognition as the quality leader in our industry.

UniFirst continues as one of the largest workwear and textile services companies in the world, serving over 200,000 customer locations from sites spread throughout the United States, Canada, and Europe. We design, manufacture, rent, sell, launder, and deliver a wide range of uniforms, career apparel, and protective work garments, as well as a broad selection of related textile items, including floor mats and mops, industrial towels, and wipers. We also provide customers with complementary facility service goods such as paper towels, sanitary tissues, soap and skin care products, and air fresheners.

Our Specialty Garments business provides specialized uniforms, laundering services, and safety products to the nuclear and cleanroom industries via its UniTech and UniClean units. Our First Aid business, comprised of Green Guard and Medique, supplies first aid cabinet services and various safety supplies to diverse manufacturers, retailers, and service organizations.

In fiscal year 2009, UniFirst employed nearly 10,000 Team Partners; operated 163 customer service centers, 13 nuclear decontamination facilities, 5 cleanroom operations, 14 first aid locations, 2 distribution centers, and 4 manufacturing plants—the latter producing the majority of the garments and floorcare products used in our rental service programs.



Ronald D. Croatti
Chairman of the Board, President, and Chief Executive Officer

Dear Shareholders

In fiscal year 2009, UniFirst achieved revenues of \$1.013 billion, just slightly off 2008's record \$1.023 billion. However, when adjusting for an extra week of reporting in 2008, revenues increased 1.0% over the previous year. Net income was \$75.9 million, or \$3.92 per diluted common share, a 24.4% increase from the \$61.0 million, or \$3.15 per diluted common share reported in 2008. I feel it's significant to note these results were accomplished within a recessionary economic environment that was arguably the most challenging in our Company's history. Despite the adversity, UniFirst grew organically and achieved record profit levels. I would like to personally thank all our thousands of Team Partner employees throughout North America and Europe for their consistent hard work and sacrifices that allowed us to minimize the negative impact of the recession.

Core Laundry Operations, which represents more than 90% of our total business, saw revenues decrease 0.8% compared to fiscal year 2008. But, again, when adjusting for the extra reporting week last year, revenues increased 1.1%. Most of the gains came from organic growth and positive price adjustments. Complementing these results was a good balance from our year long route sales efforts which added ancillary services to our customer base. The segment also increased its operating margins by approximately 2.5% to attain historically high levels.

Our Company, like so many others, was particularly challenged as the recessionary conditions deepened and unemployment numbers climbed during 2009. In the U.S. and Canada, we were faced with the losses of millions of jobs—many of which came from primary “uniform wearing” industries. Many UniFirst customers were forced to lay off workers, while others had to close their doors entirely. With so many of our uniform wearers losing their jobs, our revenue and growth rates followed suit and naturally trended downward as the year progressed. Not surprisingly, the downturn also led to more intense price competition, as some of our competitors compromised pricing discipline in an attempt to generate sales. Despite the difficult economic conditions, we strengthened our commitment to growth and maximizing shareholder value. To achieve these objectives, we instituted a number of corporate directives aimed at ensuring the highest customer service levels, increasing new account sales, reducing overall expenses, and solidly positioning ourselves to take best advantage of all opportunities when the economy rebounds.

To help counter uniform wearer losses caused by market shrinkage, we ramped up our Sales Force headcounts and focused on innovative ways to better communicate the real value our services bring to business customers. We launched value based sales initiatives to aggressively pursue new business and increase market share in the U.S. and Canada. We also continued targeting new sales prospects in industries that have historically demonstrated resilience during recessionary times. In addition, we added David M. Katz as the newest member of UniFirst's senior executive team. Mr. Katz was recruited to enhance our strategically driven sales and growth culture in his role as Vice President of Sales and Marketing. He comes to us with a multifaceted set of strategic and leadership skills having previously led a successful national sales force for a prominent billion dollar business services provider. A proven executive, Mr. Katz possesses the management, sales, and operations expertise to help our Company's world class sales organization achieve its long term goals.

Our Company's eight decades of consecutive growth attests to the fact that fiscal responsibility has always been the cornerstone of our daily operations. During the year we reemphasized that

discipline by instituting a “Back to Basics” business approach that reminded Team Partners to continually seek out the most economical and effective methods while fulfilling our core objective to always exceed customer expectations. Such fiscal accountability is integral to our “Essentials of Service” pledge every Team Partner revisits annually, but one that took on added significance given the year's difficult economic conditions.

As part of our comprehensive effort to deal head on with the receding economy of 2009, we also implemented a multi-phase profit protection plan that aggressively cut spending and overall costs on a Company-wide basis. In so doing, we froze wages, instituted work furloughs, and realigned Team Partner headcounts to business volume ratios. We also consolidated operational functions and completed a comprehensive assessment that ensured all assets and equipment within each of our facilities was being used as productively and efficiently as possible. In the end, these tough operational adjustments significantly reduced our exposure to the negative financial conditions of the marketplace, and our proactive growth and cost containment strategies, along with decreases in energy costs and merchandise amortization, all combined to raise operating profits to an all-time high in 2009.

Consistent with our goal to grow market share, our National Account organization implemented new sales productivity systems that streamlined processes related to the acquisition of large scale, multi-site business accounts. Among these efforts was the use of our proprietary Sale Force Automation software, which significantly increased sales productivity levels at the local market level in recent years. The team also took actions to solidify their consultative capabilities to select niche industries, including healthcare, by training “Specialist Reps” to more fully support customers with their compliance and safety requirements as they relate to personal protective work apparel and facility services products. These, and several other recently implemented national growth efforts, were taken under the strategic direction of our newly appointed sales and marketing executive and we anticipate they will synergistically improve the organization's overall financial performance in the periods ahead.

Our Specialty Garments business, made up of nuclear and cleanroom operations, showed revenue gains of 1.0% over fiscal 2008. Despite this modest increase to the top line, the segment realized a significant increase in operating income to \$7.4 million compared to \$4.2 million a year ago. Our nuclear group continued European and Canadian market expansions and completed construction of a new radiological laundering plant in the United Kingdom. Once focused exclusively on nuclear garment cleaning and decontamination, this specialty unit added balance

2009

Back to Basics

to its customer offering with innovative tool and equipment decontamination services and an expanded line of direct sale safety products. Meanwhile, our technologically advanced cleanroom services operation continued expanding its U.S. geographic reach throughout the course of the year and gained market share in the important pharmaceutical and medical device industries.

Our First Aid business segment, which is particularly sensitive to downward economic pressures, showed a decline in revenues of 9.9% compared to last year as many customers reduced headcounts, thereby reducing product demand, and also sought to control expenses by cutting back on their first aid cabinet and safety supply inventories. To counter the negative economic environment, the segment's route-based B-to-B service operation widened its safety product offerings and created new opportunities through increased sales training programs. Similarly, the unit's complementary safety wholesale supply business increased market share by leveraging its dominant position in the Occupational Health over-the-counter market and by offering additional solutions to existing distributors. The unit's pill packaging operations also benefitted from ramped up selling efforts to private label medication producers.

History has taught us that businesses eliminate jobs much more quickly during bad times than they replace them when times improve. As a result, the timing of economic recoveries in our industry tends to lag national rebounds. This downtime will ultimately impact both our top and bottom line performances going forward. This means we must work flexibly with our business customers and bolster our value offerings in order to help speed their return to full market competitiveness. We'll continue to focus on our strengths that inspire pride in our customers' workforces, that help them differentiate themselves with image enhancing products and services, and that help them keep workers motivated and safe so they can better meet the expectations of their customers.

Leveraging our strong overall financial state, we plan to further boost Sales Force headcounts in our core laundry operations

during 2010 as part of our ongoing commitment to gain new customers and capitalize on new sales opportunities. We'll continue to invest significant resources in creating, communicating, and selling the value of our services to prospective and existing customers, while emphasizing the "Basics" in our operations and maintaining fiscal discipline. We foresee our consistent focus on delivering value and quality customer service, coupled with sales productivity improvements, as a catalyst for strong uniform and ancillary services momentum in both our local and National Account sales efforts. Our Specialty Garments segment, meanwhile, is solidly positioned to continue building upon its solid base of energy, high-tech, and healthcare customers, as well as the growing global resurgence of nuclear power interests. And our First Aid segment is poised to gain a stronger selling advantage as we expand its footprint and leverage opportunities by locating new market operations within select UniFirst industrial laundry sites.

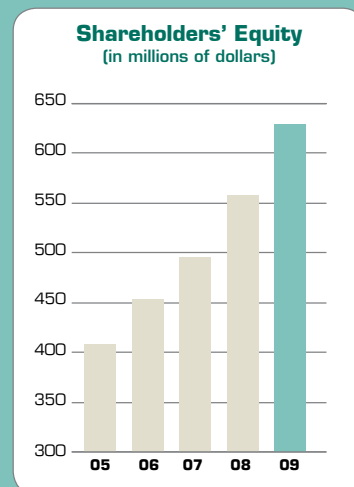
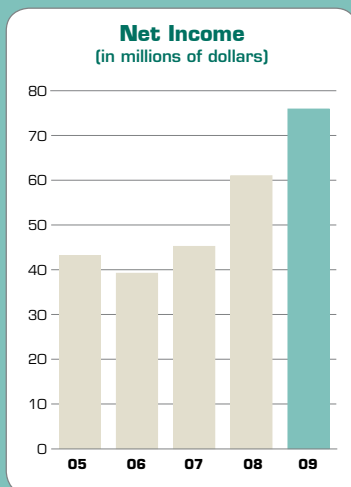
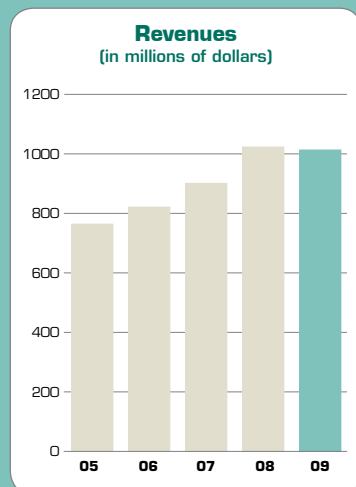
Ultimately, all our growth and cost containment initiatives are designed to protect both short and long term profits, while safeguarding the financial interests of our shareholders. Our Company has historically persevered and ultimately grown whenever faced with market challenges. And given our proven track record of success, along with the management strategies we have in place, I remain firmly confident that UniFirst will emerge from the current recession an even stronger and more competitive company — one that will reinforce its well earned reputation as an industry leader.

Thank you for your continued support. I look forward to reporting to you on the progress of your Company in the quarters ahead.



RONALD D. CROATTI
Chairman of the Board, President, and Chief Executive Officer

Financial Highlights



Shareholder Information

Executive Officers

Ronald D. Croatti

Chairman of the Board, President,
and Chief Executive Officer

Cynthia Croatti

Executive Vice President and
Treasurer

Bruce P. Boynton

Senior Vice President, Operations

David A. DiFillippo

Senior Vice President, Operations

David M. Katz

Vice President, Sales and Marketing

Steven S. Sintros

Vice President, Finance and
Chief Financial Officer

Raymond C. Zemlin

Secretary

Operating & Corporate Officers

John R. Badey

Vice President, Distribution and
Engineering

John B. Bartlett

Assistant Secretary and Assistant
Treasurer

George J. Bakevich

Vice President, UniTech Services Group

Benjamin F. Childers

Vice President, Western Rental Group

Michael A. Croatti

Vice President, Central Rental Group

Stephen A. Gaykan

Vice President, Manufacturing

Robert A. Kuhn

Vice President, Southern Rental Group

Reis V. LaMontagne

Vice President, Mid-Atlantic Rental Group

Todd T. Lewis

Vice President, First Aid Group

Robert E. Middleton

Vice President, Southwest Rental Group

Shane F. O'Connor

Corporate Controller

Gary L. Rogers

Vice President, Texas Rental Group

William M. Ross

Vice President, Northeast Rental Group

Michael E. Ruttner

Vice President, National Accounts

Michael J. Szymanski

Vice President, Canadian Rental Group

Directors

Ronald D. Croatti

Chairman of the Board, President,
and Chief Executive Officer

Cynthia Croatti

Executive Vice President and Treasurer

Phillip L. Cohen

Retired Partner of an international
accounting firm and Certified Public
Accountant

Robert F. Collings

President's Council of Massachusetts
General Hospital and Board of Advisors
of New Boston Real Estate Fund

Anthony F. DiFillippo

Former UniFirst Corporation President

Donald J. Evans

Retired Senior Partner of Goodwin
Procter LLP; Former General Counsel
and First Deputy Commissioner,
Massachusetts Department of Revenue;
and Trustee, Massachusetts Eye and
Ear Infirmary

Michael Iandoli

Vice President of the Executive
Committee of The Larz Anderson Auto
Museum and former Senior Executive
and President of TAC Worldwide
Companies

Thomas S. Postek

Financial Analyst for Geneva Investment
Management of Chicago

Form 10-K

Shareholders may obtain without charge a
copy of the Company's 2009 Form 10-K.
Written requests should be addressed to
Steven S. Sintros, Chief Financial Officer.

Transfer Agent

Computershare Trust Company, N.A.
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Independent Registered Public Accounting Firm

Ernst & Young LLP

Legal Counsel

Goodwin Procter LLP



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