



Driving Superior Customer Service: UniFirst Names 2017 Aldo Croatti Award Winners

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Employee Team Partners honored as customer service all-stars and drive away with rewards

WILMINGTON, Mass., Nov. 06, 2017 (GLOBE NEWSWIRE) -- UniFirst Corporation (NYSE:UNF), a leading provider of customized work uniform programs, corporate attire, and facility service products to businesses throughout North America, has announced 13 route sales representatives (RSRs) as 2017 recipients of the prestigious Aldo Croatti Award, the most coveted of all UniFirst Corporation recognitions. Named after UniFirst's founder, the Aldo Croatti Award is presented to those RSRs who exemplify superior customer service and satisfaction related to the delivery of UniFirst products and services, while retaining 100% of their customers for an entire fiscal year. Combined, these 13 RSRs service 1,497 UniFirst customers on a weekly basis.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/725207ae-6abf-4bce-a08b-e677a911b863>

UniFirst's Aldo Croatti Award winners for 2017 are as follows: Larry Altis (Coweta, Okla.); Anthony Boyce (LaSalle, Quebec); Tereem Brown (Springfield, Mass.); Dajun Godwin (Dothan, Ala.); Michael Inman (Nashville, Tenn.); Patrick Lebel (LaSalle, Quebec); John Luther (Durham, N.C.); Robert MacMath (Croydon, Penn.); Rigoberto Madrid, Jr. (Chula Vista, Calif.); Jeffrey McLaughlin (Orillia, Ontario); Carl Mitchell (Eaton, Ohio); Jeffrey Phillips (Riverview, Fla.); and Douglas Robinson (Walterboro, S.C.).

"The Aldo Croatti award has special meaning to me because it was named for my father," said Cynthia Croatti, UniFirst executive vice president. "Our RSRs are the fabric of UniFirst's unique family culture and exemplify our continuing efforts to build 'Customers for Life.' It's an honor and a privilege to recognize these 13 dedicated standouts and applaud their tremendous efforts. I know my father would be equally as proud."

As part of their award, each winner will receive an all-expenses-paid luxury vacation for two in November 2017 to the JW Marriott Los Cabos Beach Resort and Spa in Mexico, where they will be personally recognized by UniFirst president and CEO Steven Sintros and other company executives. Each winner will also drive away with a brand new UniFirst delivery truck adorned with an award insignia recognizing them as a superior customer service provider.

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 250 service locations, over 300,000 customer locations, and 14,000 employee Team Partners, the company outfits nearly 2 million workers each business day. For more information, contact UniFirst at 800.455.7654 or visit UniFirst.com.

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Source: Unifirst Corporation