



UniFirst Unveils New Race Car Design for Driver William Byron for the 2018 NASCAR Season

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Rookie of the year contender will be behind the wheel of the new No. 24 UniFirst Chevy

WILMINGTON, Mass., Jan. 15, 2018 (GLOBE NEWSWIRE) -- UniFirst Corporation (NYSE:UNF), a North American leader in providing customized work uniform programs, corporate attire, and facility service products, in partnership with 12-time NASCAR Cup Series champions Hendrick Motorsports, is gearing up for the 2018 racing season with the unveiling of the all-new No. 24 UniFirst Chevrolet Camaro ZL1 driven by 20-year-old phenom William Byron.

UniFirst will be the primary sponsor of the No. 24 Chevrolet in three races in the upcoming 2018 NASCAR Cup Series season, which begins on Feb. 18 with the prestigious Daytona 500 in Daytona Beach, Fla. The new No. 24 car design features UniFirst's signature green and white colors, along with the company's corporate logo. The No. 24 car was made famous by legendary driver and four-time NASCAR champion Jeff Gordon.

In 2016, UniFirst and Hendrick Motorsports announced an eight-year partnership that runs through the 2023 NASCAR season. UniFirst is the Official Workwear Provider of Hendrick Motorsports, supplying work clothing and uniforms to the team and its sister company, Hendrick Automotive Group, which is the largest privately held retail automotive organization in the United States.

"We're thrilled to be able to reveal the new paint scheme for the No. 24 UniFirst Chevrolet Camaro with William in the driver's seat," said Adam Soreff, director of marketing and communications for UniFirst. "He's a remarkable young man with amazing talent and a bright future as evidenced by his swift move through the NASCAR ranks. The car is going to look fantastic on the racetrack and we can't wait to show it off throughout the 2018 season."

In 2017, Byron won the NASCAR Xfinity Series championship and was named the series' rookie of the year. He signed a multi-year agreement with Hendrick Motorsports in 2016 and was named the driver of the No. 24 Chevrolet in August 2017.

The new No. 24 UniFirst Chevrolet Camaro ZL1 will make its debut at Pocono Raceway on Sunday, June 3, at 2 p.m. EST, televised on FOX Sports 1 (FS1). The next race for UniFirst will take place at Charlotte Motor Speedway on Sunday, Sept. 30, at 2 p.m. EST, televised on NBC. The third race will be at Kansas Speedway on Sunday, Oct. 21, at 2 p.m. EST, televised on NBC.

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.

About Hendrick Motorsports

Founded by Rick Hendrick in 1984, Hendrick Motorsports has earned 249 points-paying race victories and a record 12 car owner championships in the premier NASCAR Cup Series. The organization fields four full-time Chevrolet teams on the Cup circuit with drivers Chase Elliott, William Byron, Jimmie Johnson and Alex Bowman. Headquartered in Concord, North Carolina, Hendrick Motorsports employs more than 600 people. For more information, please visit HendrickMotorsports.com or interact on Twitter, Facebook and Instagram.

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