



The New UniFirst No. 24 Car Driven by NASCAR Phenom William Byron Makes its Debut at Pocono Raceway on June 3

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WILMINGTON, Mass., May 29, 2018 (GLOBE NEWSWIRE) -- UniFirst Corporation (NYSE:UNF), a North American leader in providing customized work uniform programs, corporate attire, and facility service products, will debut its all-new No. 24 UniFirst Chevrolet Camaro ZL1 with William Byron behind the wheel on Sunday, June 3, at Pocono Raceway in Pennsylvania, as the company continues its partnership with 12-time NASCAR Cup Series champions Hendrick Motorsports for the 2018 season. The race begins at 2 p.m. EDT and will be nationally televised on FOX Sports 1.



The All-New UniFirst No. 24 Car Driven by NASCAR Phenom William Byron Debuts at Pocono Raceway on Sunday, June 3.

The No. 24 UniFirst Chevrolet, whose paint scheme incorporates the company's signature green and white colors, will run in three additional races in 2018 – Chicagoland Speedway on July 1, Charlotte Motor Speedway on Sept. 30, and Kansas Speedway on Oct. 21. The 2018 season marks the second of an eight-year agreement with Hendrick Motorsports that names UniFirst as a primary sponsor of select races and a full-season associate sponsor of the No. 24 team through 2023.

UniFirst is the official workwear provider for Hendrick Motorsports and sister company Hendrick Automotive Group, which is the largest privately held retail automotive organization in the United States.

"The amount of excitement and anticipation for this upcoming race has been overwhelming here at UniFirst," said Adam Soreff, UniFirst's director of marketing and communications. "UniFirst is incredibly proud to be a partner with Hendrick Motorsports, one of the most acclaimed teams in professional auto racing. And, our 14,000 employee Team Partners worldwide are extremely excited to see the new UniFirst No. 24 Chevy in action with William Byron in the driver's seat. We'd like to extend our best wishes to William and the entire No. 24 team for a successful race in Pocono and for the entire 2018 NASCAR season."

Byron, 20, leads the 2018 Cup Series rookie of the year standings after 13 races. The Charlotte, North Carolina, native is coming off winning the NASCAR Xfinity Series championship and rookie of the year honors in 2017 – a season that included wins at Iowa, ISM Raceway and the historic venues of Daytona and Indianapolis, where he became the youngest winner of a major race in the track's 108-year history.

"I'm looking forward to running in the UniFirst Camaro for the first time," Byron said. "I'm happy to have the UniFirst colors on the car for Pocono, which has always been a fun track to go to. I won there in the truck series, so hopefully we can have another good result this weekend."

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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