


Superior Uniform Group Awarded 2011 Top Innovator Status By Apparel Magazine

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[Superior Uniform Group, Inc.](#), ([NASDAQ: SGC](#)), designer and manufacturer of uniforms, image apparel and accessories, announced today it has been recognized by Apparel Magazine as a 2011 Top Innovator for the launch of the interactive apparel division, [everyBODY media](#)(R).

Apparel's fourth annual Top Innovators Award honors companies in the apparel industry for demonstrating innovation and exceptionality through technology, new products or other outstanding executed business strategy. This year, Superior Uniform Group was recognized for its recent launch of everyBODY media. everyBODY media was created to address the changing path to purchase model and incorporates a mobile component, taking uniforms into the future.

Unlike anything previously seen in the retail, food service or entertainment marketplaces, everyBODY media, powered by Eyelevel Interactive(TM), offers image apparel and uniforms containing a patented [Switch-It\(TM\)](#) fabric panel printed with a promotional message and a smart phone EI(TM) Tag based on Microsoft's Mobile Action Code technology. These unique garments provide opportunities for consumer engagement directly at the point of purchase with exclusive, mobile activated, in-store deals, contests, online videos or other engaging touch points.

"everyBODY media provides a viable, digital intersection of the uniform and the advertising industries," said Jordan Speer, editor in chief, Apparel Magazine. "Selecting Superior Uniform as a Top Innovator was an easy decision because adding the digital element of the EI Tag to a garment on a flexible, changeable panel is not only an interesting way to utilize uniforms to energize business and drive sales, it is also an incredibly exciting integration of apparel and technology."

"Forming everyBODY media has allowed us to offer our customers more than just uniforms. These interactive, mobile marketing garments offer them a solution to their growing challenges around reaching consumers in a personal way, generating additional revenue and streamlining expenses," said Superior Uniform Group CEO, Michael Benstock. "We are thrilled to be recognized as a Top Innovator for 2011. This award further confirms what we have always been committed to placing our customers first, every time. By continuously bringing them new ideas and recognizing and addressing their immediate and future needs, we ensure that our customers know we are a true partner and that we are invested in their businesses."

About Superior Uniform Group

Superior Uniform Group, Inc. (NASDAQ:SGC), established in 1920, is one of America's foremost providers of fine uniforms and image apparel. Headquartered in Seminole, Fla., Superior Uniform Group manages award-winning uniform apparel programs for major corporations nationwide. Leaders in innovative uniform program design, global manufacturing and state-of-the-art distribution, Superior Uniform Group helps companies achieve a professional appearance and communicate their brands—particularly those in the healthcare, hospitality, food

service, retail and private security industries. The company's commitment to service, technology, quality and value-added benefits, as well as its financial strength and resources, support customers' diverse needs while embracing a "Customer 1st, Every Time!" philosophy and culture. Superior Uniform Group is the parent company to The Office Gurus(R) and everyBODY media(R). For more information, call (800) 727-8643 or visit <http://www.superioruniformgroup.com>.

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