

For Immediate Release

Industry-Leading Private Label Brands from Ash City® Now Available on alphabroder.com

TREVOSE, PA – October 15, 2014 – alphabroder, the leading distributor of imprintable sportswear and accessories in North America, is pleased to announce the completion of the Ash City® integration. With the widest selection of choice and product in the industry, alphabroder is now happy to welcome Ash City® to its family of brands on www.alphabroder.com. Customers across the USA can shop online for the following industry-leading private label brands: North End Sport® Red, North End Sport® Blue, North End®, Extreme® and Core365™ by North End®. These retail-inspired, technologically-advanced product lines now complement alphabroder's existing offering of proprietary labels (Authentic Pigment, Devon & Jones®, and Harriton®) and exclusive fashion retail apparel, covering a Customer's end user from morning to night, no matter the occasion, event or need.

"This is an incredible milestone for us and we're at a very exciting point in our journey towards combining the two organizations into one seamless-source provider of promotional apparel," said Norman Hullinger, CEO of alphabroder. "Our focus at alphabroder is to continue to provide our Customers with exceptional service, unparalleled product with industry-leading in-stock levels, and accurate delivery. We very much look forward to being the comprehensive 'one-stop-shop' for all of our Customers' promotional apparel needs."

The integration between alphabroder and Ash City® is already having a positive impact for several valued Customers:

Celine Powner, Jack Nadel: "The integration between Ash City® and alphabroder is already making a phenomenal first impression on us! We feel that our Customers are admiring the Ash City® private label apparel, as the high quality and trendsetting details are not only extremely practical, but can also be compared to what we are seeing at the retail level."

Kim Salomon, Standard Register: "Standard Register was excited to hear about the acquisition of Ash City® by alphabroder. They are both excellent partners of ours with whom we have come to depend upon for their merchandise selection, quality and service. We look forward to leveraging Ash City®'s decorating expertise and infrastructure, providing us with a one-stop shopping experience for our clients and company. With market demands increasing for wider selections, a simplified ordering process and increased speed of delivery, we look forward to working with them more strategically in the future."

Missy Walton, Peter Kleine Company: "The Ash City® private label collection happily makes me welcome the upcoming Fall/Winter season. As the new line offers so many stylish options and added features like Heat Reflect technology, there is definitely something that fits every budget and temperature for our clients."

**COVERING
YOUR
CUSTOMER FROM
DAWN TO DUSK.**

alphabroder welcomes ASH CITY®
to its family of brands.



- Retail-inspired fashion forward apparel
- Your one stop shop for all your customer's needs

ASH CITY® PRODUCT AVAILABLE NOW
www.alphabroder.com



Beginning today, alphabroder will carry a robust assortment of Ash City® product in three of its primary U.S. Distribution Centers (Fresno, Harrisburg, as well as a new facility in Kansas).

Ash City® is alphabroder's second acquisition since Littlejohn & Co. led the recapitalization of Broder and assumed control of the Board of Directors in 2012. The company previously acquired Imprints Wholesale in late 2012. A rebranding of the company commenced in January 2014 to develop a single brand platform that embodies and conveys the core values of all of the collective companies that make up alphabroder, now and into the future. The company's family of brands includes Alpha Shirt Company, Broder, NES Clothing Company, Imprints Wholesale and Ash City®.

Contact:

Nadia Santoli, Communications Manager

P: (905) 787-5636

E: nsantoli@alphabroder.com

About alphabroder

Founded in 1919, formerly known as Broder Bros., Co., alphabroder is North America's largest distributor of trade, private label and retail apparel brands and merchandise to the imprinting, embroidery and promotional product industries. alphabroder offers more than 40 brands including a broad selection of trade brands from Gildan®, Hanes®, Fruit of the Loom®, Jerzees® and Bella + Canvas® to an extensive assortment of retail brands including adidas® Golf, Champion®, Russell Athletic®, alternative®, and Dickies®. With the addition of Ash City, alphabroder also offers industry-leading private label brands including North End Sport® Red, North End Sport® Blue, North End®, Extreme®, Core365™, Authentic Pigment, Devon & Jones®, Harriton®.