

PRO TOWELS ETC. ANNOUNCES ACQUISITION OF SUPERIOR TOWEL AND DECORATING

October 18, 2010 - Pro Towels Etc. (ppai/112755, asi/79750) is pleased to announce the acquisition of California-based Superior Towel & Decorating (ppai/113588, asi/90240). Financial terms were not disclosed. The move was designed to strengthen Pro Towels' position as the industry leader in the towel category with both East Coast and West Coast decorating facilities, warehousing and shipping. "Having production facilities on both sides of the country will broaden the accessibility of our products. Customers will have access to better freight rates and increased production," says Kevin Nord, president of Pro Towels Etc. "This acquisition reinforces our commitment to being the leader in the towel category."

With less than a dozen large format printers in the country capable of printing beach towels, this second location provides a significant advantage for Pro Towels Etc. Along with new decorating abilities, and the future of contract work on both coasts, Pro Towels will be able to offer Promotional Product distributors greater satisfaction and supplier performance with the strength of both decorating facilities. "With our new west coast facility, we will be able to respond even more effectively to the constant and challenging demands of our customers." says Nord.

Contract decorating services will remain under the name Superior Decorating but will now be a division of Pro Towels Etc. Robert Strem, former owner, plans to stay on as Executive Vice President. "We are looking forward to providing our customers with not only excellent service, but also a more extensive line of towels, and other products. Along with our entire staff, we are delighted to join the great group of people that make up Pro Towels Etc." says Strem. The addition of a west coast production facility gives Pro Towels' customers faster turnaround time from coast to coast. "The shipping costs and transit times were often a limitation for distributors shipping rush orders to the west coast from our South Carolina plant," says Dana Zezzo, Vice President of Sales for Pro Towels Etc. "Having a production facility on the west coast makes the Pro Towels brand more accessible." The synergy of these two great companies will benefit combined customers for years to come.

All the Best!

AARON O.GUNDERSON
DIRECTOR BUSINESS DEVELOPMENT
p| 800.547.8783 x1026 or d| 864.366.1026

Pro Towels Etc
TWENTY 10 ~ YEAR of THE TOWEL!