



PRESS RELEASE



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alphabroder® and Prime Line® Celebrate National Employee Appreciation Day At 17 Facilities Throughout North America

TREVOSE, PA – March 8, 2018– alphabroder and Prime Line celebrated employees at 17 locations from coast to coast - offices, factories and distribution centers - in a unified initiative for National Employee Appreciation Day on March 2.

The company encouraged department managers and supervisors to honor employees in different ways that included personalized notes, vacation day raffles, free lunches, candy bars and group photographs. alphabroder also gave each employee a branded lunch tote to show its appreciation. Employees wore t-shirts imprinted with an alphabroder-Prime Line “Woven Together” logo to show their company pride.

Since merging in December, 2017, alphabroder and Prime Line have been working hard to integrate their corporate cultures. “This was a collaborative effort between the HR and communications teams of alphabroder and Prime Line to communicate a unified message of appreciation to all of our employees,” said Norm Hullinger, CEO of alphabroder.

“We constantly look for opportunities to show our appreciation for and spotlight our amazing employees,” said Jeff Lederer, President of Prime Line, alphabroder’s hard goods division.

alphabroder is the leading distributor of imprintable sportswear and accessories in North America and has approximately 2360 employees.

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About alphabroder:

Founded in 1919, alphabroder is North America's largest distributor of trade, private label and retail apparel brands and merchandise to the promotional products marketplace. alphabroder offers more than 40 brands including a broad selection of retail and trade brands from Under Armour, Bella + Canvas, Next Level, Threadfast, adidas, Columbia, Marmot, Gildan, Fruit of the Loom, Hanes, and many others as well as sourcing our own Private Brands. In December, 2017, alphabroder and Prime Line merged to create the industry's first true 'one-stop-shop' for promotional products.

About Prime Line:

Founded in 1980, Prime Line became an industry leader through the introduction of innovative products and services. The company, headquartered in Bridgeport, Conn., now offers more than 1700 products across 15 categories. It features exclusive brands such as MopToppers™, Leeman™ New York, Rubik's® and BUILT® as well as numerous product collections. In 2016, it acquired Jetline, which was rebranded as Prime's value line. Source Abroad by Prime is the company's custom and overseas sourcing division offering fully custom products as well as fast turn import items. A founding member of QCA, Prime has an industry leading focus on product safety and regulatory compliance.