

PRESS RELEASE

For Immediate Release

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Way To Be® Promotional Products & Uniforms Honored As Supplier of the Year

Hayward, CA, May 8, 2013 -- Way To Be, a promotional products and uniforms agency, was honored a second consecutive year by the Northern California Minority Supplier Development Council (NCMSDC) as Supplier of the Year Award. The award is given to certified Minority-owned Business Enterprises (MBE's) that demonstrate excellence in services and products, and that have shown growth, job creation and community involvement.

The NCMSDC, a local non-profit dedicated to promoting minority supplier development, announced the winners of its Excellence in Supplier Diversity Awards at its 35th Annual Gala on April 12, 2013 at the Ritz-Carlton in San Francisco. Way To Be was a recipient for Class 3 (annual sales \$10-\$50 million) this year and for Class 2 (\$1-10 million) in the previous year.

“This recognition is a tremendous achievement to share with our entire team, and a confirmation for us all that our efforts to continually satisfy our clients are recognized.”, says Way To Be General Partner, Alan McIntosh. Adds his business partner, Wayne Beasley, “The privilege and opportunity to work with some of the greatest brands in the world throughout our tenure have helped us to build an efficient, profitable business and solid platform for growth.”

About Way To Be:

Way To Be is a privately-owned, certified-minority company founded in 1993 to provide the very best in logo merchandise, corporate brand stores, promotional products and uniform programs. Way To Be services clients of all sizes, from local businesses to global Fortune 100 corporations, with the same enthusiasm and commitment. As a socially responsible company that fiercely protects customers' brands and reputations, Way To Be is a preferred supplier to McDonald's, Autodesk, Virgin America and Brocade, to name a few. Way To Be was also honored as the 2011 National Supplier of the Year by the National Minority Supplier Development Council. To learn more, please visit www.waytobe.com

About the Northern California Minority Supplier Development Council:

The Northern California Minority Supplier Development Council (NCMSDC) promotes minority participation in the procurement process to create economic wealth in minority business communities in Northern California, Hawaii, and the nation. To learn more, please visit www.ncmsdc.org.

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