

FOR IMMEDIATE RELEASE



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Prudential Overall Supply Releases 2009 Customer Satisfaction Score

IRVINE, CA – January 4, 2010 – Prudential Overall Supply, an industry leader in reusable image work apparel and related textiles, today announced its 2009 customer satisfaction index (CSI) score. The score is measured through the Company's Customer Visitation (CV) process. The CV occurs with a face to face meeting with each reviewed customer. The CV rates each customer service touch-point (18 points for industrial customers and 13 points for cleanroom customers).

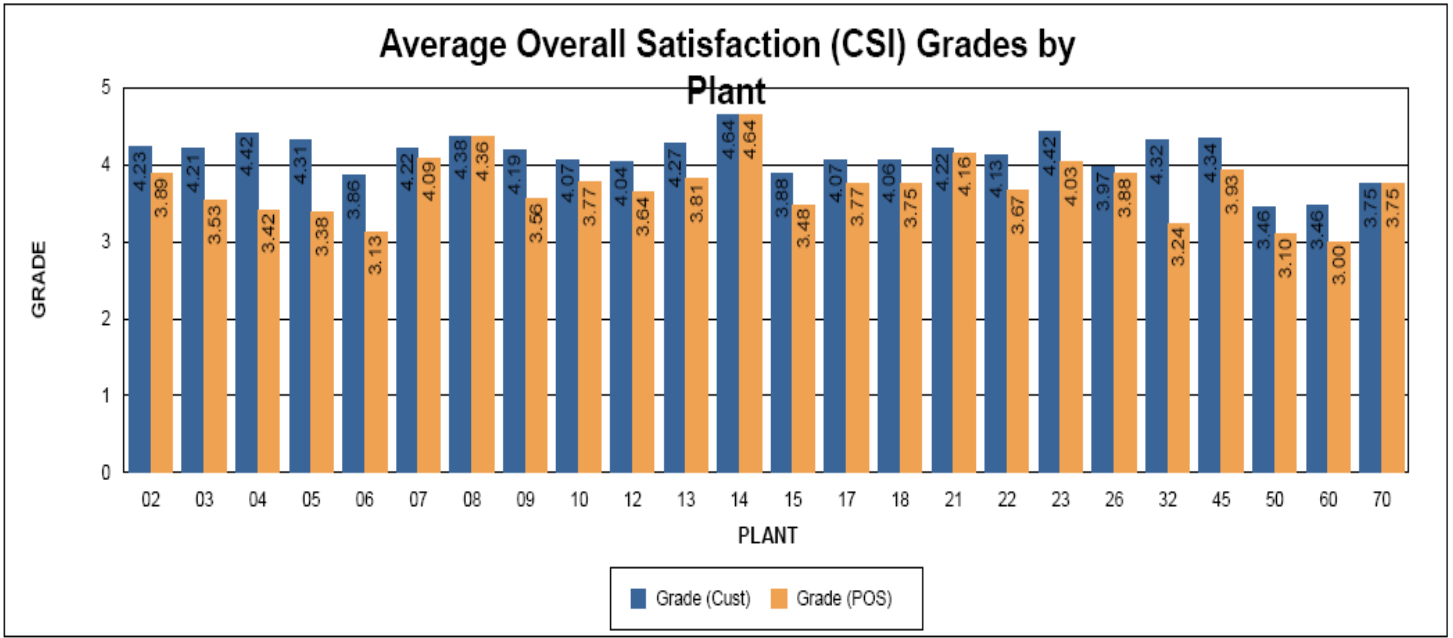
Prudential's Chairman of the Board, Dan Clark comments, "The CV process is our way to better connect to our customers' requirements, and to verify that we are delivering the customer service experience that we have promised. I personally spend nearly a quarter of my yearly calendar conducting CV's with our management team. It is the most enjoyable part of my year, and it is the time I learn the most about our business"

Through nearly 7,200 face to face Customer Visitations, Prudential achieved a CSI rating of 4.15 on a 5-point scale. The Company remains committed to improving on this rating in 2010.

About Prudential Overall Supply:

Family owned and operated since 1932, Prudential Overall Supply is dedicated to enhancing our customers' image at the best dollar value. By providing premium quality work wear uniforms, career apparel and casual wear, Prudential is able to outfit your entire organization. This on-time weekly service also addresses your facility's image and safety requirements by offering logo floor mats, wiping towels and paper products.

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COMBINED DISTRICTS AND PLANTS

Count: 7,138

<u>CSI</u>	<u>CSI</u>
<u>(Cust)</u>	<u>(POS)</u>
4.15	3.74