



CUSTOMINK CONTINUES RAPID GROWTH AS CUSTOM T-SHIRT LEADER COMPLETES MAJOR CHARLOTTESVILLE EXPANSION

– Albemarle County Supervisors Jane Dittmar and Diantha McKeel to Join CustomInk Team Members and CEO Marc Katz at Opening Event on Thursday, October 30th –

Fairfax, VA – October 27, 2014 – CustomInk, the “design online” custom t-shirt company for groups and occasions, today announced it has completed a multi-million dollar expansion of its printing facility in Charlottesville, Virginia. The company’s east-coast printing hub, which opened in January 2011, has tripled in size and now spans more than 88,800 square feet. Currently, the Charlottesville facility employs 185 team members, a fivefold increase from when it first opened, with plans to add 100-150 more team members in the next few years.

Jane Dittmar and Diantha McKeel of the Albemarle County Board of Supervisors will join CustomInk team members and CEO Mark Katz at an opening event in the newly expanded facility on Thursday, October 30th at 1:00 p.m. (doors open at 12:30 p.m.). Photo opportunities, interviews, and tours of the facility will be available.

“CustomInk believes that t-shirts have the power to unite people, and Charlottesville is a prime example of that,” said CustomInk co-founder and CEO Marc Katz. “From sports teams to local businesses, schools, and religious organizations, the Charlottesville community shows how the power of groups can bring people together, and we are proud to be a positive and engaged member of this community as we continue to grow.”

Since its founding in 2000, CustomInk has grown to be the leader in custom apparel for groups and occasions. CustomInk has helped people create over 50 million custom t-shirts and employs more than 1,000 people nationwide.

CustomInk’s Charlottesville facility houses multiple departments including order operations, expert production art, satisfaction assurance and team development. Amenities in the new facility include a game room with shuffle board, basketball hoop and putting green, physical fitness center, fully stocked café, comfortable spaces for team members to hang out, healthy snacks and weekly lunches.

The Charlottesville expansion marks the fourth major facility opening for the company during 2014, as it opened a new headquarters in Fairfax, Virginia and expanded to new locations in Reno, Nevada and the Dallas, Texas metro-area. CustomInk has been nationally recognized by *Fortune Magazine*, The Great Place to Work® Institute and Entrepreneur.com as one of the best mid-sized workplaces in America.

CustomInk will host an opening event at 1180 Seminole Trail, Suite 147, on Thursday, October 30th at 1:00 p.m. (doors open at 12:30 p.m.). To access the building entrance,

vehicles should utilize Greenbrier Drive from Route 29. Interested media should contact Andrew Weinstein at aweinstein@customink.com or 202-667-4967 to RSVP.

About CustomInk (www.customink.com)

Founded in 2000, CustomInk is the leader in custom apparel for groups & occasions. Customink.com enables people to design and order custom t-shirts and accessories for their clubs, companies, charities, family reunions, and more. Customers enjoy free design support from CustomInk's acclaimed service representatives, and each custom design is proofed by a professional artist to ensure it turns out perfectly – whether it's being printed on one t-shirt or thousands. CustomInk's innovative online Design Lab offers customers a huge selection of art and fonts, including offerings from the renowned design firms of Charles S. Anderson™ and House Industries™, as well as the option to upload their own artwork. Those who wish to make t-shirts for groups can take advantage of the website's simple group ordering system and online sign-up sheet for ease in coordinating their order with friends, teammates or classmates.

Headquartered in Fairfax, Virginia, with additional offices in Reno, Nevada; Charlottesville, Texas; Charlottesville, Virginia; Boston, Massachusetts; and Chicago, Illinois; the company is dynamic and forward-thinking and has been recognized numerous times for rapid growth and workplace excellence. CustomInk strives to treat customers, vendors, and team members as it would want to be treated and has a strong sense of innovation and individual responsibility. To learn more, visit http://www.customink.com/our_story/ or call 800-293-4232.

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