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**ALSCO PARTNERS WITH VF IMAGEWEAR ON NO. 3 CHEVROLET CAMARO
DRIVEN BY TY DILLON FOR NASCAR XFINITY SERIES ALSCO 300 AT
KENTUCKY SPEEDWAY**

(July 5, 2016) SALT LAKE CITY, UT – For the third year in a row, AlSCO, a worldwide leader in the rental of linen, uniforms, healthcare garments, and washroom services and products, has teamed with VF Imagewear to power the No. 3 Chevrolet Camaro driven by Ty Dillon. This opportunity is made possible by Richard Childress Racing’s (RCR) partnership with VF Imagewear brand Red Kap. AlSCO is a proud sponsor this year of the NASCAR XFINITY Series AlSCO 300 at Kentucky Speedway on July 8.

“Successful partnerships aren’t born overnight. They’re the result of good people, good communication, and a level of trust between organizations,” said Jim Divers, director of Sales and Marketing at AlSCO. “Our relationships with VF Imagewear, Richard Childress Racing and Kentucky Speedway all share those characteristics and make it an easy choice for AlSCO to continue nurturing these partnerships.”

Nine top-ten finishes so far in 2016 have put Ty Dillon third in the series points standings, again making him a championship contender in his third season in the XFINITY Series. Dillon has experienced success at Kentucky Speedway in the past, but expects a new challenge at this season’s race.

“This year will be a little different at Kentucky Speedway. They just repaved the entire race track, so it’s almost like we’ve got a clean slate; an empty notebook. It will definitely be a new challenge, but I’m confident in our 1.5-mile race program here at RCR,” Dillon said. “I’m hoping to have more success this time around and get into Victory Lane.”

Dillon is also excited to once again fly the VF Imagewear and AlSCO colors at a race that is of great value for both companies, he emphasized.

“VF Imagewear has been an exceptional partner at RCR for the last four years because of its superior product that it has to offer. Our shop guys love wearing their Red Kap uniforms,” the 24-year-old Welcome, North Carolina, native said. “In the same sense, AlSCO has been one of VF’s key customers and has supported our race program tremendously. I’m grateful for their support and am looking forward to meeting their key customers and employees at the track. They always bring a passionate crowd that cheers us on.”

As companies that have each been in business for over 100 years, VF Imagewear and AlSCO share a longevity and set of core values that have translated into a successful partnership on and off the track.

“VF Imagewear is excited to partner with AlSCO and Richard Childress Racing to sponsor Ty Dillon and the No. 3 Chevrolet Camaro for this race,” said Jim Tewmey, vice president of Sales at VF Imagewear. “AlSCO is a long-term customer of VF Imagewear. We appreciate and value their support in the marketplace with our Red Kap and Bulwark brands.”

In addition, earlier this year, AlSCO became the title sponsor for the race after reaching a multi-year entitlement sponsorship agreement with Kentucky Speedway.

“AlSCO’s relationship with Kentucky Speedway has evolved and grown over the last few years,” said Divers. “The speedway has invested in AlSCO by giving us the opportunity to serve their facility with uniforms, and—just as we approach any customer relationship—it only made sense for AlSCO to mutually invest in Kentucky Speedway.”

“With almost ten months a year of weekly exposure and race venues from coast to coast, we are able reach a significant audience through our NASCAR involvement,” Divers added. “It also gives us the opportunity to provide our customers with unique opportunities and experiences by participating in race-related activities. Our goal is to continue building a long-term relationship with our NASCAR partners, just as we aspire to do with our customer base.”

About Richard Childress Racing: Richard Childress Racing (www.rcrracing.com) is a renowned, performance-driven racing, marketing and manufacturing organization. RCR has earned more than 200 victories and 15 championships, including six in the NASCAR Sprint Cup Series with the legendary Dale Earnhardt. RCR was the first organization to win championships in the Sprint Cup Series, NASCAR XFINITY Series and NASCAR Camping World Truck Series. Its 2016 Sprint Cup Series lineup includes two-time NASCAR champion Austin Dillon (No. 3 Dow/American Ethanol/Cheerios/AAA Chevrolet), 2011 Brickyard 400 champion Paul Menard (No. 27 Menards Chevrolet), and 2008 Daytona 500 champion and 2013 Brickyard 400 winner Ryan Newman (No. 31 Caterpillar/Grainger/WIX Filters Chevrolet). Its XFINITY Series program includes a multi-driver lineup with Austin Dillon and Paul Menard (No. 2 Rheem/Menards Chevrolet), 2012 Camping World Truck Series Rookie of the Year Ty Dillon (No. 3 Bass Pro Shops/Rheem/WESCO/Red Kap Chevrolet), Rookie of the Year contender Brandon Jones (No. 33 Menards/Nexteer Chevrolet), and Brendan Gaughan (No. 62 South Point Hotel & Casino/WIX Filters Chevrolet).

About VF Imagewear: VF Imagewear (www.vfimagewear.com) combines the strength of its global parent company, VF Corporation, with the experience of being the leading supplier of uniform apparel to provide unique products and services to companies worldwide. VF Imagewear offers unparalleled expertise, innovation, customer focus, and a commitment to total satisfaction. VF Imagewear is part of VF Corporation, the world's largest apparel company. VF Corporation is comprised of over 59,000 associates around the world and over 100 years of experience. The VF Imagewear® brand joins a respected group of VF Corporation brands, including Red Kap®, Bulwark®, Horace Small®, Lee®, Wrangler®, The North Face®, Nautica®, and JanSport® — plus many, many more.

About AlSCO: AlSCO (www.alsco.com) is a family owned and operated business, founded in 1889, that was recognized by the prestigious Hohenstein Institute for having invented the linen and uniform rental industry. Celebrating over 125 years of business, AlSCO provides linen and uniform services to customers that range from restaurants and healthcare clinics to automotive, industrial, and manufacturing facilities. With over 170 locations, AlSCO provides world-class service to over 350,000 customers in 13 countries.

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