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CUSTOMINK GROWS INTO A LARGER SIZE: CUSTOM T-SHIRT LEADER OPENS NEW HEADQUARTERS IN MOSAIC IN FAIRFAX, VA

***After 50 Percent Revenue Growth in 2013, Company Plans Continued Expansion With 95
Additional Jobs in New Location***

***– Local Tech Icons Senator Mark Warner and Revolution Growth Co-Founder Ted
Leonsis to Keynote Opening Event on Friday, April 11th at noon –***

Fairfax, VA – April 10, 2014 – CustomInk, the “design online” custom t-shirt company for groups and occasions, today announced the opening of its new 72,000 square foot headquarters in Mosaic at 2910 District Avenue in Fairfax, Virginia. After 50 percent revenue growth in 2013, CustomInk plans to continue to expand the company over the next year by creating 95 new jobs in Virginia, in addition to 420 team members locally and 600 others around the country.

Local technology icons Senator Mark Warner and Monumental Sports CEO Ted Leonsis will join CustomInk team members at a ribbon-cutting event on Friday, April 11th at noon. Prior to entering politics, Warner was a telecommunications executive and venture capitalist who made investments in hundreds of startup companies, while Leonsis is a former AOL Vice Chairman and co-founder of Revolution Growth, which invested \$40 million in CustomInk last November.

“CustomInk’s business is about fostering a sense of community, so we are excited to be joining Mosaic, one of Northern Virginia’s most vibrant emerging communities,” said CustomInk co-founder and president, Marc Katz. “Our continued success depends on the commitment, creativity, and happiness of our team members, and we believe this new location will help our Inkers thrive, both in the workplace and in the Mosaic community.”

Since its founding in 2000, CustomInk has grown to be a leader in the \$5 billion custom apparel market, with roughly \$200 million in revenues. CustomInk has sold over 50 million shirts and employs approximately 1,000 people nationwide. As part of its ongoing expansion, CustomInk recently opened a new production facility in Dallas, Texas; expanded to a new location in Reno, Nevada; and plans to expand another production facility in Charlottesville, Virginia.

Operations at the new location will range from software engineering to design, finance, marketing, customer care and production art. As the anchor commercial tenant for Mosaic, CustomInk will occupy three floors in a location with 50 percent more space than the company’s previous office in Tysons Corner. The new space features light-filled common areas, open

internal staircases, an on-site café, and a future outdoor patio equipped with grills for warm weather use.

“Mosaic was designed for fast-growing and innovative companies like CustomInk, and we are delighted they will serve as the anchor commercial tenant,” says Jodie McLean, President and Chief Investment Officer of EDENS, developers of Mosaic. “CustomInk creates a fun, challenging, and rewarding environment for employees, and we believe Mosaic is the ideal place for them to grow and prosper.”

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.

“A headquarters is more than just a building; it’s a community of people working toward the same goal,” concluded Katz. “I’m particularly proud of our Inkers, because they value the company’s commitment to customer satisfaction, the atmosphere of trust and empowerment, and their caring, talented teammates.”

CustomInk will host a ribbon-cutting event at 2910 District Avenue, Fairfax, Virginia (at Gallows Road and Lee Highway) on Friday, April 11th at 12:00 p.m. Interested media should call Dana Dorsheimer at 410.367.2700 ext. 119 or email her at dana.dorsheimer@warschawski.com for more information or 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; Dallas, 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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