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CUSTOMINK CONTINUES TO GROW; ADDS SECOND LOCATION IN RENO

– Creates Up to 300 New Jobs With New Facility –

Fairfax, VA – February 10, 2014 – CustomInk, the “design online” custom t-shirt company for groups and occasions, announced today it will open a new 58,000 square foot facility at 9390 Gateway Drive in Reno, Nevada. This is CustomInk’s second facility in Reno since it came to the area in March 2012. Operations at the new location will include sales service and other customer care activities. The company currently employs 320 team members in Reno and expects to generate nearly 300 new jobs in Reno within the next five years.

The new facility will enhance CustomInk’s presence in the western U.S. and help the company provide the highest level of customer care by delivering custom t-shirts quickly, efficiently and on time. Since its founding in 2000, CustomInk has grown to be a leader in the \$5 billion custom apparel market, exceeding \$170 million in annual revenue in 2013. CustomInk has sold more than 50 million shirts, and employs nearly 1,000 people nationwide.

As part of this growth, CustomInk is hiring “Inkers” (CustomInk team members) to fill the following jobs: in-house production manager, operations and customer care associate, logistics associate, production artist, customer satisfaction associate, sales and customer service representative, receptionist and helpdesk technician. CustomInk invites the community to apply online at: <http://www.customink.com/about/jobs/>.

“We are so happy to be expanding in Reno,” said CustomInk’s co-founder and president, Marc Katz. “Our shirts are about bringing people together to help them create a bond and sense of community. We look to hire capable people who get that, care about it, and put their heart into their work, and this community has proven to be a great match. You can feel the enthusiasm and positivity the minute you come in and interact with our Inkers here in Reno, and we look forward to more!”

In addition to this expansion, the company is experiencing growth in all areas. It recently moved its headquarters to a more spacious building in Fairfax, Virginia. Its production facility in Charlottesville, Virginia will be nearly doubling its square footage in April 2014. It also has plans to add a production facility in Dallas in the coming months.

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. Some popular team member perks include free weekly lunches and daily snacks. CustomInk

maintains a professional, playful, t-shirt-wearing environment and offers competitive compensation, company-matched 401K, generous leave and first-rate medical benefits.

Through its Three Hearts Initiative, CustomInk regularly contributes to a variety of charitable efforts nationwide. In addition to providing ample paid time off for employees ("Inkers") to support their favorite causes, CustomInk makes in-kind gifts and monetary donations to nonprofit organizations. The company has formed partnerships with community service organizations in the Reno area including Children's Cabinet, Evelyn Mount Community Outreach, We Care Volunteers and the Salvation Army.

CustomInk will host an opening event at the new CustomInk location (9390 Gateway Drive) on February 11 at 12:30 p.m. The event will feature remarks by Governor Brian Sandoval, CustomInk co-founder and president, Marc Katz, EDAWN CEO, Mike Kazmierski and other VIPs. Media is welcome to attend. Please 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, NV and Charlottesville, VA, 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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