



FOR IMMEDIATE RELEASE

There's MORE to Mission

84-year-old Mission Linen Supply Unveils 2 New Web Videos That Set Out to Show Why 'There's MORE to Mission'

SANTA BARBARA, CA — June 3, 2014 — Mission Linen Supply recently unveiled two new videos on its newly redesigned website home page that illustrate how the company, which has been in business since 1930, has continued to evolve to meet the changing needs of its customers. The videos are part of Mission Linen Supply's new "There's MORE to Mission" branding campaign, launched in February at the company's annual meeting.

"As we continue to grow to meet the demands of our customers, one of our unique challenges as a company is that our name doesn't reflect every product and service we offer today," said Kim Garden, Marketing Director at Mission Linen Supply. "We take tradition seriously at Mission, and our brand was built on the Mission Linen Supply name. However, as we expand our products and services, we need to make sure customers, and potential customers, immediately understand that we are a comprehensive textile and facility services provider with a full line of rental and consumable products for all industries, from hospitality to health care to manufacturing to food and beverage."

Mission began as a one-man laundry business founded by George (Ben) Page at the start of the Great Depression. As times changed, customers' needs diversified and the company expanded its rental, branded apparel, and consumable products and services to meet those demands. Today, this 84-year-old company continues to keep its founder's entrepreneurial spirit alive by taking every opportunity to innovate and grow. Mission Linen Supply is one of the largest health care service providers to hospitals and clinics in the western United States. It has implemented innovative personal protective equipment apparel programs, leveraged e-commerce to support custom-branded apparel programs, and expanded and introduced new technologies and equipment within its facilities to preserve the environment and meet the needs of its customers.

"Today Mission Linen customers have the ability to consolidate the services of multiple vendors into one single-source provider and get everything they need from us delivered in just one phone call," said Garden. "We're the only provider in our industry that can say that. That's why we launched the "There's MORE to Mission" campaign and tagline and created these new Web videos to help us communicate what makes us truly one-of-kind in our industry."

About Mission Linen Supply

Mission Linen Supply is a privately held company and a leading provider of rental products, services and supplies to hospitality, medical and industrial businesses. The company's mission is to maximize profits and operating efficiencies for customers by offering them one-stop shopping for their linen and industrial needs.

Mission Linen Supply manages more than 40 plants and employs 2,500 people in California, Arizona, Texas, New Mexico and Oregon. The company relies on technology and environmentally minded vendor partners to conserve resources and reduce waste. Founded in 1930, Mission Linen Supply is headquartered in Santa Barbara, California, and is located on the Web at www.missionlinen.com.

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