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## The Big Book by Cintas Delivers Fresh Looks to Apparel Fashions

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### ***Cintas designers combine fashion and function for the year's hottest looks in workplace apparel***

CHICAGO-- (BUSINESS WIRE) -- Fresh from the runway into businesses around the world, Cintas has redefined fashion and style for the uniform industry with *The Big Book*. Delivering hundreds of new options in suiting, shirting and accessories, this year's new catalog gives executives stylish uniform options that mirror current retail styles.

"The fashion industry is continually evolving, so apparel lines need to reflect that," says Kirsta Stull, senior designer for Cintas. "Our intent with this year's line is to update the world of workplace apparel and keep associates looking and feeling sharp."

Offering contemporary selections and options for all industries, timeless and versatile pieces pervade this year's line, enabling styles to be crossed throughout a variety of job functions. For instance, stylish new cocktail options can be worn by servers, but also female bartenders and hostesses.

"The styles and designs featured in *The Big Book* will define and enhance our clients' brand," says Ahmed Said, Marketing Director, Cintas. "Associates wearing our apparel should not only look and feel good but also represent the brand and enhance the patron's experience."

In conjunction with *The Big Book*, Cintas has also launched [www.cintasfashion.com](http://www.cintasfashion.com). Visitors to [www.cintasfashion.com](http://www.cintasfashion.com) can register to win an all expense paid trip for two to New York Fashion Week along with a \$25 Cintas gift card, while supplies last.

The Image Makers are an elite team of eleven designers who have drawn inspiration from styles seen on runways across the world and translated them into contemporary workplace apparel featured in *The Big Book*. Carefully considering the environment in which the uniform will be worn in conjunction with functions performed by the associate, each designer has delivered the perfect blend of form and function to this year's line.

"We always consider the fabrications when designing each garment," says Stull. "For example, we have introduced a new tailored collection that offers technology allowing the wearer to home launder, which eliminates expensive dry cleaning costs. We also have designed garments that offer moisture management and wicking capabilities to keep wearers comfortable throughout the day."

With hundreds of pages featuring high profile models and the year's most fashionable styles, *The Big Book* should be seen by everyone who has involvement with a workplace apparel program.

"*The Big Book* offers a sense of style, a desire to look your best while delivering couture fashion to the masses," says Stull. "It further establishes Cintas as a leader in the industry, demonstrating our company's desire to meet the ever changing needs of our clients."

For a preview of some of the styles seen in *The Big Book*, go to [www.cintasfashion.com](http://www.cintasfashion.com). When visiting the Web site, make sure to register for the free trip to New York Fashion Week, held September 5-12, 2007. All entries must be received by 12:00 p.m. ET on August 17, 2007.

## **ABOUT CINTAS**

Headquartered in Cincinnati, Ohio, Cintas Corporation provides highly specialized services to businesses of all types throughout North America. Cintas designs, manufactures and implements corporate identity uniform programs, and provides entrance mats, restroom supplies, promotional products, fireCHICAGOst aid and safety products, fire protection services and document management services to approximately 700,000 businesses. Cintas is a publicly held company traded over the Nasdaq Global Select Market under the symbol CTAS, and is a Nasdaq-100 company and component of the Standard & Poor's 500 Index. The company has achieved 38 consecutive years of growth in sales and earnings, to date. For more information about Cintas and their services, please call Pam Lowe, Vice President Corporate Communications, Cintas Corporation (513) 459-1200 or email [lowep@cintas.com](mailto:lowep@cintas.com).

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