



March 11, 2009
For Immediate Release

JacSan Collegiate Acquires The College House, Inc.

Cincinnati, OH – JacSan Collegiate, a division of ProFill Holdings, has acquired Richmond, Virginia based The College House, Inc. In making the announcement, Marcia Cumberledge of JacSan stated that the company was pleased to have completed the transaction prior to the NACS Campus Market Expo next week in Anaheim California as this venue will be a great way to interact with their new customers. The companies will occupy booths #1124 and #1838 at the show. Cumberledge also shared that the company has finalized representation agreements with The College House's field sales force, thus assuring no interruption in customer order backlog and shipments.

The College House was originally started in 1906 in New York City as Blumberg Brothers, a retailer of men's and ladies' ready-to-wear articles. In the 1940's, Blumberg partnered with another New York based business to form The College House, one of the pioneers in the field of decorated sportswear. The company remained in New York City until 1998, at which point it relocated to Richmond, Virginia. Peter Blumberg, a grandson to one of the founders, successfully led the company from the late 1970's until his untimely passing earlier this year.

JacSan Collegiate, like The College House, has a customer base that includes college and university bookstores, retailers, high schools, and resort markets across the country. JacSan has been in the ProFill family for six years and is perhaps best known for popularizing "rainbow tees", an innovative merchandising program that offers school logos in a wide variety of non-school colors. On the supply side, Jacsan is able to provide customers tremendous value and service by accessing product and services from its apparel sourcing and screenprint sister companies.

ProFill CEO Rick Mouty commented on the acquisition: "We are thrilled to bring such a well recognized and long standing brand into our company. This type of acquisition is perfect fit for us because it aligns so well with our 'large enough to fill your needs, small enough to care' philosophy. I believe The College House customers will be very pleased with what JacSan has to offer. The company will continue to seek out similar type acquisitions in the future."

ProFill Holdings is a leading supplier of products and services to the licensed products, advertising specialty, and uniform industries. The company's TSC Apparel business stocks more than 30 brands and 600 styles in Cincinnati, Atlanta, and Los Angeles facilities. The company's WearMagic business is one of the largest screen print and embroidery facilities in the country that caters to promotional products distributors, producing over 7.5 million imprints and 500,000 embroideries annually at facilities in Cincinnati and Atlanta. ProFill also provides a full suite of fulfillment services including private label, retail packaging, inventory management, and e-commerce stores for program business.