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Are You Carhartt Tough?

Carhartt and Cintas Launch Contest to Celebrate New Partnership

Cincinnati, Oh. – Carhartt and Cintas have launched its search for North America’s toughest workers. The *Are You Carhartt Tough?* Contest is being conducted in conjunction with the roll-out of a new product line being offered by the two companies.

Cintas Corporation (Nasdaq:CTAS), North America’s largest uniform supplier, has partnered with Carhartt, a global manufacturer of premium workwear, to offer Carhartt garments for the first time in a Uniform Rental Program.

“This contest is really a reflection of our companies,” says Chuck Helmes, Director of Garment Strategy at Cintas Corporation. “Both Carhartt and Cintas are known for providing tough products and dependable service, and we want to celebrate workers who reflect those same characteristics.”

With *Ducks Unlimited* acting as media sponsor, contest organizers will reach out to the American workforce to identify people who are strong, dependable, resilient and rugged. Beginning on April 30, three finalists will be announced each quarter. After a year’s time, all twelve finalists will be featured on the contest website where the public will be encouraged to cast votes for the toughest of the tough. Two Grand Prize winners will receive a weekend duck hunt trip designed by *Ducks Unlimited* or a trip to The STIHL TIMBERSPORTS Series in 2011.

Contestants can register by visiting www.CarharttRental.com, where they can submit a short essay and photograph. “This is going to be a fun contest,” said Steve Carter, Vice President of Corporate Sales for Carhartt. “Our customers work hard and play hard, and these are two fabulous prizes that we look forward to presenting to our top two finalists.”

About Cintas Corporation

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, first aid and safety products, fire

protection services and document management services to approximately 800,000 businesses. Cintas is a publicly held company traded over the Nasdaq National Market under the symbol CTAS and is a Nasdaq-100 company and component of Standard & Poor's 500 Index.

About Carhartt, Inc

Established in 1889, Carhartt is a global premium work wear brand with a rich heritage of developing rugged apparel for workers on and off the job. Headquartered in Dearborn, Mich., with more than 3,500 employees worldwide, Carhartt is privately owned and managed by the descendants of the company's founder, Hamilton Carhartt. For more information, visit www.carhartt.com.

About Ducks Unlimited

With the help of over one million supporters, *Ducks Unlimited* works on the ground to restore, manage and conserve habitats that benefit wildlife and people. Learn more at www.ducks.org.

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