



Press Release

Falk & Ross expands to the UK

Frankfurt am Main, February 24, 2010.

The Falk & Ross Group, the largest multi-brand promotional clothing distributor in Europe, has announced the acquisition of a majority stake in BTC activewear, the UK's fastest growing promotional clothing distributor. This collaboration is Falk & Ross's first step to continue its accelerated growth programme and demonstrates the focus on continuing to establish itself in new markets and countries.

Steve Ross from Falk & Ross commented, "Falk & Ross has grown most successfully on the continent and work hard to bring our customers the very best garments and service. BTC is one of the biggest UK distributors and with this combined team Falk & Ross has now truly become a pan European distributor. The opportunity to link up with BTC activewear was to be honest too fantastic to miss."

On behalf of the directors of BTC, Glenn stated; "We are very excited to join forces with the strongest continental European distributor. The combination of BTC and Falk & Ross will be incredible. The meeting of like minded organizations with the passion to deliver the best support and service to our customers will most definitely be a driving force that will continue to deliver the best service in the industry."

About Falk & Ross

The Falk & Ross Group is the European market leader in the B2B distribution of branded promotional textiles with a strong logistic competence. With 380,000 catalogues printed per year, the Group serves some 30,000 customers throughout Europe. Falk & Ross operates a highly automated logistics centre in Sembach (Germany) and a semi-automated warehouse in Barcelona and has sales subsidiaries in Belgium, France, Poland, Austria and Italy. Further sales offices are situated in the Netherlands, Denmark and Czech Republic. More information: www.falk-ross.de

About BTC activewear

BTC is one of the major clothing distributors operating a distribution centre in Wednesbury and five regional sales offices in the UK. More information: www.btcactivewear.co.uk

About Steadfast Capital

Steadfast Capital is an independent private equity investor focusing on medium-size businesses within German speaking Europe and Benelux countries. Steadfast Capital invests in non-public companies providing financial solutions for succession issues and spin-offs from larger groups and also provides capital for growth opportunities. A creative financing solution is tailored for each individual situation, which always also comprises an element of management participation in the equity of the business. Steadfast Capital acquired a majority stake in Falk & Ross in June 2009.

Contact

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