



For Immediate Release
March 5, 2014

Contact: Lyn Famiglietti
Phone #: 703.991.8685
lfamiglietti@customink.com

CUSTOMINK RANKED ON FORTUNE'S 2015 LIST OF 100 BEST COMPANIES TO WORK FOR

Fairfax, VA – March 5, 2015 – [CustomInk](#), the leader in custom apparel for groups and occasions, was recognized in the 2015 *Fortune* 100 Best Companies to Work For[®] list released today, and listed as the top-ranked Virginia based company. With an overall rank of 62, CustomInk was recognized for its focus on team well-being, its generous benefits, and the shared values and pride among its people.

“This recognition is really for our whole team and the sense of community and common purpose we share here,” commented Marc Katz, co-founder and CEO of CustomInk. “Workplace perks are great too, but the people who work at CustomInk are much more focused on the good they do for our customers, as well as their support and trust of one another. We’re honored to see this reflected in today’s ranking and I’m incredibly proud to be a part of the team for the past 15 years.”

Fortune partners annually with Great Place to Work[®] to identify the 100 Best Companies to Work For[®]. Two-thirds of CustomInk’s score is based on the results of the Trust Index[®] Employee Survey, which is sent to a random sample of employees and asks questions related to attitudes about management’s credibility, overall job satisfaction, and camaraderie. The other third is based on responses to the Culture Audit[®], which includes detailed questions about benefit programs, hiring practices, methods of internal communication, training, recognition programs, and diversity efforts.

Results of the Trust Index[®] Employee Survey show that 98 percent of CustomInk team members feel great pride in the work they do, and 86 percent say their work is more than just a job, in that they are able to connect with customers on a deeper level. In addition, 96 percent of those surveyed say the company has great communication and leadership, and more than 8 out of 10 say their managers consistently act with integrity and care, and provide clear directions and vision for the company.

In addition to the company’s strong camaraderie and values, CustomInk’s Ink Well program provides team members with an integrated portfolio of benefits that support and encourage overall well-being, including:

- Excellent health and wellness benefits, including coverage of 99% of health care premiums and free prescriptions,
- Programs that support both personal and professional development, such as ‘financial fitness’ tools and education, and leadership training,
- Game rooms with activities like shuffle board, a basketball hoop, and a putting green,
- Fitness rooms and onsite access to a virtual doctor,
- Bonuses for team members who work extra hours on busy weekends,



- Free weekly team lunches and fully-stocked snack areas,
- Opportunities for team members to volunteer for local causes and charitable activities, and
- No-interest emergency loans in case of financial hardships and emergencies.

The honor comes on the heels of robust growth for CustomInk. The company has tripled in size over the last three years, and today employs close to 1,300 people nationwide. Since its founding in 2000 CustomInk has helped people create more than 50 million custom t-shirts. The company recently relocated to larger headquarters in Fairfax, Virginia and expanded its facilities in Charlottesville, Virginia and Reno, Nevada. CustomInk also opened a new location in Dallas, Texas in 2014. In November 2014, Great Place to Work[®]'s Great Rated![™] named CustomInk the top retail workplace in the large company category.

To see the complete 2015 *Fortune* 100 Best Companies to Work For[®] list, visit fortune.com/best-companies and www.greatplacetowork.com.

About CustomInk

[CustomInk](#) is the leading online provider of custom apparel and accessories for groups and occasions. CustomInk believes that t-shirts and other custom products have the power to bring people together and strengthen their sense of community. CustomInk combines an easy online Design Lab with personal customer care to help its customers create the perfect design for any club, school, business, team, or charity. CustomInk created [Booster](#) to make it easy for groups to raise money and awareness through the sale of custom products, and [Pear](#) is a platform that helps connect grassroots groups and events with national and local brand sponsors. CustomInk is based in Fairfax, Virginia with offices in Charlottesville, Virginia; Reno, Nevada; Dallas, Texas; Boston, Massachusetts; and Chicago, Illinois.

About Great Place to Work

Great Place to Work[®] is the global authority on high-trust, high-performance workplace cultures. Through proprietary assessment tools, advisory services and employer branding programs, including Best Companies lists and workplace reviews, Great Place to Work[®] provides the benchmarks, framework, and expertise needed to create, sustain, and recognize outstanding workplace cultures. Great Place to Work[®]'s [Trust Index[®]](#), a 58-question employee survey that measures trust, is used around the world to help companies increase the levels of trust across their organizations and improve business results. Annually, Great Place to Work[®] produces the research for the annual [Fortune 100 Best Companies to Work For[®]](#) list and the Great Place to Work[®] Best Small and Medium Workplaces list. Follow Great Place to Work[®] online at www.greatplacetowork.com and on Twitter at [@GPTW_US](https://twitter.com/GPTW_US).

###