

FOR IMMEDIATE RELEASE

Lonesource Converts Atlanta Delivery Fleet as part of Company-Wide Branding Initiatives

CARY, N.C. – Aug. 31, 2010 – Lonesource, a company that helps businesses quickly and easily obtain the everyday products and supplies they rely on to do business, is wrapping up its branding initiatives by literally wrapping up its fleet of Atlanta delivery trucks using graphic wraps. The trucks were formerly labeled with the logo of Sunbelt Office Products, whom Lonesource acquired. This conversion is a major component of a company-wide brand conversion following Lonesource’s numerous acquisitions.

Over the past few years, Lonesource has made three significant acquisitions: Sunbelt Office Products of Atlanta, Better Business Forms and Products of Greensboro, N.C. and NOI Supply of Nashville and Memphis, Tenn. To promote brand uniformity, Lonesource is implementing branding initiatives including the introduction of new Lonesource private-brand products, the “Black Book” which contains more than 30,000 of its most popular business consumables, driver uniforms and the aforementioned branded delivery trucks.

“Lonesource has been committed to continually enhancing its capabilities during its ten years in existence,” said Mark Sickles, vice president of market development for Lonesource. “This is one more way we can further satisfy customers by improving our service offerings and backing our values with a clear, consistent brand in every market that we serve.”

Lonesource has already converted 14 delivery trucks for its Atlanta office and will eventually brand all 18 with its signature black and green design and arrow logo.

“We’re a very brand-motivated company. These re-designed trucks will get our name out on the streets and convey our message that we are the only source any company needs,” said Troy Adams, logistics and facilities manager for Lonesource. “Our customers are already commenting on the trucks’ professional appearance and our delivery drivers are taking pride in what they’re driving.”

About Lonesource

Lonesource sells and delivers more than 200,000 consumables to corporations of all sizes at competitive prices. The company provides consumable categories well beyond office supplies and distinguishes itself in the marketplace by combining its extensive category offerings with business process optimization services and state-of-the-art technology. Lonesource is headquartered in Cary, N.C. For more information, visit www.lonesource.com.

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