

## Dan Pantano Promoted to CEO of alphabroder / Prime Line

The board of directors of alphabroder is pleased to announce that Dan Pantano, currently President of alphabroder-Prime Line, has been promoted to chief executive officer (CEO) of the company and elected to the board of directors, effective immediately. Dan joined the company in 2013 as President leading the commercial side of the business. Commenting on the promotion, Dan Pantano said, “I couldn’t be more excited to take over the leadership of alphabroder Prime Line at this time. Our customers are focused on growing their business’ profitably, especially as our industry rebounds from COVID-19. Our job is to help them do that each and every day and do it as seamlessly as possible. We will have a relentless focus on that going forward.”

With his team, Dan has built a world class sales and marketing organization providing the support to put alphabroder into the forefront of the promotional products distribution industry. Following the additions of Ash City, Bodek & Rhodes, Golden State T’s and Prime Line to the alphabroder family, Dan has worked closely with all aspects of each of these businesses to integrate them into the organization and enhance the customer experience. Under Dan’s direction, alphabroder has expanded the Private Brand business and elevated product offerings by bringing in some of the leading retail brands including Under Armor, PUMA, Spyder and Nautica. By having made these enhancements, the company is well positioned to be the only true “one stop shop” provider in the industry.

Michael Klein, CEO of Littlejohn & Co, alphabroder’s majority shareholder and a member of the board of directors stated, “We have been working with Dan for more than 8 years and look forward to alphabroder’s future under his experienced leadership to take the company to the next level of performance and position it as the undisputed leader in this industry.” alphabroder thanks Norm Hullinger for his 18 years of service to the company and his outstanding contributions to alphabroder-Prime Line and the industry overall.