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**Annual Awards Program Honors the  
Best of the Best among Healthcare Professionals**

*Cherokee Uniforms accepting nominations recognizing  
exceptional service, sacrifice and innovation through May 31, 2007*

**Los Angeles, Mar. 13, 2007** – For the past five years, Cherokee Uniforms has recognized the service, sacrifice and innovation of outstanding nurses and other non-physician healthcare professionals through the Cherokee Inspired Comfort Award. The winners have come from neighborhood clinics and rehabilitation services to the United States military and renowned hospitals. Nominating takes only a few minutes, and while winners do receive significant prize packages, past award recipients have said that simply being acknowledged through a nomination is the highest honor. Nominations are being accepted through May 31, 2007, for this year's award program.

Established by Cherokee Uniforms, a leading designer and manufacturer of healthcare apparel, the awards program has become one of the nation's premier nurse and healthcare honors, eliciting more than 4,300 nominations since its beginning.

"The nominations that we have received over the years have signified the diversity of the healthcare profession," said Michael Singer, president and CEO of Cherokee Uniforms. "We are humbled by the stories, all of which call attention to the immense dedication, compassion and skill that healthcare workers demonstrate every day."

To nominate a healthcare professional, visit [www.CherokeeUniforms.com](http://www.CherokeeUniforms.com) or pick up a nomination form from a Cherokee Uniforms retailer. Candidates may be nominated in two of the following categories but can only win in one: Registered Nurses (RNs); Advanced Practice Nurses (APNs);

Licensed Practical Nurses/Licensed Vocational Nurses (LPNs/LVNs); Students enrolled in schools of nursing; and other Non-Physician Healthcare Professionals.

Nominations must contain an accurate description (100 words or more) of the nominee's exceptional service, sacrifice or innovation. Random drawings will be held during March, April and May, giving

nominators a chance to win prizes, such as an iPod or a set of Cherokee scrubs. Additionally, all nominators will receive a gold pin etched with the award's emblem.

Nominating someone will not only shine the spotlight on a deserving individual, but Cherokee Uniforms will also make a donation for every healthcare professional who is nominated through May 31, 2007, to three national charities: the American Cancer Society, the American Heart Association and the Alzheimer's Association.

A panel of nurse leaders, Cherokee professionals and former award recipients will choose winners who best meet the program's key requirements: exceptional service, sacrifice and innovation.

The grand prize winner in each category will receive an all-expense-paid Caribbean cruise for two. Additional winners in each category will receive all-expense-paid trips to a 2008 U.S. medical conference of each winner's choice, an annual membership to their preferred clinical association and a donation of \$500 to the nonprofit organization of their choice.

Every award winner will receive a trophy, a medical wardrobe of Cherokee scrubs and Rockers footwear worth more than \$1,000, and a profile in the nationally distributed Cherokee Inspired Comfort Award 2008 calendar. Additionally, those who nominated the grand prize winner in each category will each receive a Cherokee medical wardrobe and a donation of \$500 to the nonprofit organization of their choice. Nominations are due by May 31, 2007. Winners will be announced in September 2007.

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#### ***About Cherokee***

Cherokee Uniforms, Tooniforms and Rockers Footwear are leading brands in healthcare apparel, recognized for helping to foster a warmer, friendlier, more comfortable environment for healthcare workers and their patients. For more information, visit [www.CherokeeUniforms.com](http://www.CherokeeUniforms.com).