

SECURITIES AND EXCHANGE COMMISSION

FORM 10-Q

Quarterly report pursuant to sections 13 or 15(d)

Filing Date: **2006-08-03** | Period of Report: **2006-06-30**
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FILER

SUPERIOR UNIFORM GROUP INC

CIK: **95574** | IRS No.: **111385670** | State of Incorporation: **FL** | Fiscal Year End: **1231**
Type: **10-Q** | Act: **34** | File No.: **001-05869** | Film No.: **061002107**
SIC: **2300** Apparel & other finished products of fabrics & similar materials

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United States
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM IO-Q

(Mark One)

- QUARTERLY REPORT PURSUANT TO SECTION 13 or 15 (d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the quarter ended June 30, 2006

OR

- TRANSITION REPORT PURSUANT TO SECTION 13 OR 15 (d) OF THE SECURITIES EXCHANGE ACT OF 1934**

Commission file number 1-5869-1

SUPERIOR UNIFORM GROUP, INC.

Incorporated - Florida

Employer Identification No.
11-1385670

10055 Seminole Boulevard
Seminole, Florida 33772-2539
Telephone No.: 727-397-9611

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15 (d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes No

Indicate by check mark whether the Registrant is a large accelerated filer, or a non-accelerated filer. See definition of "accelerated filer and large accelerated filer" in Rule 12b-2 of the Exchange Act)

Large accelerated filer Accelerated filer Non-accelerated filer

Indicate by check mark whether the Company is a shell company (as defined in Rule 12b-2d of the Exchange Act). Yes No

As of July 31, 2006, the Registrant had 6,625,349 shares of common stock outstanding, which is Registrant's only class of common stock.

ITEM 1. Financial Statements

SUPERIOR UNIFORM GROUP, INC. AND SUBSIDIARY
CONDENSED CONSOLIDATED SUMMARY OF OPERATIONS

Three Months Ended June 30,
(Unaudited)

	<u>2006</u>	<u>2005</u>
Net sales	\$31,504,585	\$34,858,915
Costs and expenses:		
Cost of goods sold	21,550,704	24,057,231
Selling and administrative expenses	8,858,648	9,663,516
Interest expense	<u>115,565</u>	<u>161,635</u>
	<u>30,524,917</u>	<u>33,882,382</u>
Earnings before taxes on income	979,668	976,533
Taxes on income	<u>350,000</u>	<u>330,000</u>
Net earnings	<u>\$629,668</u>	<u>\$646,533</u>
Weighted average number of shares outstanding during the period		
(Basic)	6,996,257	7,446,900
(Diluted)	7,040,113	7,518,508
Basic net earnings per common share	<u>\$0.09</u>	<u>\$0.09</u>
Diluted net earnings per common share	<u>\$0.09</u>	<u>\$0.09</u>

Dividends per common share

\$0.135

\$0.135

See accompanying notes to condensed consolidated interim financial statements.

SUPERIOR UNIFORM GROUP, INC. AND SUBSIDIARY
CONDENSED CONSOLIDATED SUMMARY OF OPERATIONS

Six Months Ended June 30,
(Continued)
(Unaudited)

	<u>2006</u>	<u>2005</u>
Net sales	\$62,641,128	\$66,716,004
Costs and expenses:		
Cost of goods sold	42,582,114	45,572,844
Selling and administrative expenses	17,891,473	19,643,686
Interest expense	235,647	303,499
	<u>60,709,234</u>	<u>65,520,029</u>
Earnings before taxes on income	1,931,894	1,195,975
Taxes on income	750,000	410,000
Net earnings	<u>\$1,181,894</u>	<u>\$785,975</u>
Weighted average number of shares outstanding during the period		
(Basic)	7,090,358	7,446,171
(Diluted)	7,119,433	7,535,491
Basic net earnings per common share	<u>\$0.17</u>	<u>\$0.11</u>
Diluted net earnings per common share	<u>\$0.17</u>	<u>\$0.10</u>
Dividends per common share	<u>\$0.27</u>	<u>\$0.27</u>

See accompanying notes to condensed consolidated interim financial statements.

SUPERIOR UNIFORM GROUP, INC. AND SUBSIDIARY

CONDENSED CONSOLIDATED BALANCE SHEETS

	June 30, 2006 (Unaudited)	December 31, 2005 (1)
<u>ASSETS</u>		
CURRENT ASSETS:		
Cash and cash equivalents	\$4,841,570	\$3,220,174
Accounts receivable and other current assets	28,885,598	28,472,949
Inventories*	<u>34,036,505</u>	<u>37,186,779</u>
TOTAL CURRENT ASSETS	67,763,673	68,879,902
PROPERTY, PLANT AND EQUIPMENT, NET	16,620,321	18,079,292
GOODWILL	1,617,411	1,617,411
OTHER INTANGIBLE ASSETS	1,131,254	1,250,333
OTHER ASSETS	<u>2,832,631</u>	<u>7,434,119</u>
	<u>\$89,965,290</u>	<u>\$97,261,057</u>
<u>LIABILITIES AND SHAREHOLDERS' EQUITY</u>		
CURRENT LIABILITIES:		
Accounts payable	\$5,776,013	\$6,046,575
Other current liabilities	3,625,919	3,182,159
Current portion of long-term debt	<u>1,729,909</u>	<u>1,683,029</u>
TOTAL CURRENT LIABILITIES	11,131,841	10,911,763

LONG-TERM DEBT

2,937,226 3,979,540

DEFERRED INCOME TAXES

809,000 845,000

SHAREHOLDERS' EQUITY

75,087,223 81,524,754

\$89,965,290 \$97,261,057

* Inventories consist of the following:

	June 30, 2006 (Unaudited)	December 31, 2005 (1)
Finished goods	\$30,489,133	\$33,072,321
Work in process	246,737	277,162
Raw materials	<u>3,300,635</u>	<u>3,837,296</u>
	<u>\$34,036,505</u>	<u>\$37,186,779</u>

(1) The balance sheet as of December 31, 2005 has been derived from the audited balance sheet as of that date and has been condensed.

See accompanying notes to condensed consolidated interim financial statements.

SUPERIOR UNIFORM GROUP, INC. AND SUBSIDIARY

CONDENSED CONSOLIDATED SUMMARY OF CASH FLOWS

**SIX MONTHS ENDED JUNE 30,
(Unaudited)**

	<u>2006</u>	<u>2005</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Net earnings	\$1,181,894	\$785,975
Adjustments to reconcile net earnings to net cash provided by operating activities:		
Depreciation and amortization	2,010,314	2,023,538
Provision for bad debts	49,000	49,000
Share-based compensation expense	376,846	-
Deferred income tax benefit	(36,000)	(55,000)
Gain on sale of property, plant and equipment	(63,575)	-
Changes in assets and liabilities:		
Accounts receivable and other current assets	(461,649)	(1,680,428)
Inventories	3,150,274	846,188
Other assets	(36,403)	68,489
Accounts payable	(270,562)	(1,624,474)
Other current liabilities	516,760	530,592
Net cash provided by operating activities	<u>6,416,899</u>	<u>943,880</u>

CASH FLOWS FROM INVESTING ACTIVITIES

Additions to property, plant and equipment	(432,264)	(1,637,225)
Proceeds from disposals of property, plant and equipment	63,875	8,730
Other assets	<u>4,637,891</u>	<u>(213,054)</u>
Net cash provided by (used in) investing activities	<u>4,269,502</u>	<u>(1,841,549)</u>

CASH FLOWS FROM FINANCING ACTIVITIES

Proceeds from long-term debt	–	3,486,000
Repayment of long-term debt	(995,434)	(621,583)
Payment of cash dividends	(1,909,601)	(2,011,139)
Proceeds received on exercise of stock options	880,933	218,797
Common stock reacquired and retired	<u>(7,040,603)</u>	<u>(172,841)</u>
Net cash (used in) provided by financing activities	<u>(9,064,705)</u>	<u>899,234</u>
Net increase in cash and cash equivalents	1,621,396	1,565
Cash and cash equivalents balance, beginning of year	<u>3,220,174</u>	<u>150,563</u>
Cash and cash equivalents balance, end of period	<u>\$4,841,570</u>	<u>\$152,128</u>

See accompanying notes to consolidated interim financial statements.

SUPERIOR UNIFORM GROUP, INC. AND SUBSIDIARY
NOTES TO CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS
SIX MONTHS ENDED JUNE 30, 2006 AND 2005

(Unaudited)

NOTE 1 - Summary of Significant Interim Accounting Policies:

a) Basis of presentation

The condensed consolidated interim financial statements include the accounts of Superior Uniform Group, Inc. and its wholly-owned subsidiary, Fashion Seal Corporation. Intercompany items have been eliminated in consolidation. The accompanying unaudited interim financial statements have been prepared pursuant to the rules and regulations of the Securities and Exchange Commission. Certain information and footnote disclosures normally included in the financial statements prepared in accordance with accounting principles generally accepted in the United States of America have been condensed or omitted pursuant to such rules and regulations. These condensed financial statements should be read in conjunction with the audited financial statements and notes thereto included in the Company's Annual Report on Form 10-K for the year ended December 31, 2005, and filed with the Securities and Exchange Commission. The interim financial information contained herein is not certified or audited; it reflects all adjustments (consisting of only normal recurring accruals) which are, in the opinion of management, necessary for a fair statement of the operating results for the periods presented, stated on a basis consistent with that of the audited financial statements. The unaudited financial information included in this report as of and for the three and six months ended June 30, 2006 has been reviewed by Grant Thornton LLP, independent registered public accounting firm, and their review report thereon accompanies this filing; such review was made in accordance with established professional standards and procedures for such a review. The results of operations for any interim period are not necessarily indicative of results to be expected for the full year.

b) Revenue recognition

The Company records revenue as products are shipped and title passes. A provision for estimated returns and allowances is recorded based on historical experience and current allowance programs.

c) Recognition of costs and expenses

Costs and expenses other than product costs are charged to income in interim periods as incurred, or allocated among interim periods based on an estimate of time expired, benefit received or activity associated with the periods. Procedures adopted for assigning specific cost and expense items to an interim period are consistent with the basis followed by the registrant in reporting results of operations at annual reporting dates. However, when a specific cost or expense item charged to expense for annual reporting purposes benefits more than one interim period, the cost or expense item is allocated to the interim periods.

d) Advertising expenses

The Company expenses advertising costs as incurred. Total advertising costs for the three months ended June 30, 2006 and 2005, respectively were \$53,604 and \$56,968. Advertising costs for the six months ended June 30, 2006 and 2005, respectively were \$94,930 and \$68,649.

e) Shipping and handling fees and costs

The Company follows EITF 00-10, *Accounting for Shipping and Handling Fees and Costs*, which requires shipping and handling fees billed to customers to be classified as revenue and shipping and handling costs to be either classified as cost of sales or disclosed in the notes to the financial statements. The Company includes shipping and handling fees billed to customers in net sales. Shipping and handling costs associated with in-bound and out-bound freight are generally recorded in cost of goods sold. Other shipping and handling costs are included in selling and administrative expenses and totaled \$2,104,573 and \$2,141,264 for the three months ended June 30, 2006 and 2005, respectively. The shipping and handling costs included in selling and administrative expenses totaled \$4,200,893 and \$4,455,681, for the six months ended June 30, 2006 and 2005, respectively.

f) Inventories

Inventories at interim dates are determined by using both perpetual records on a first-in, first-out basis and gross profit calculations.

g) Accounting for income taxes

The provision for income taxes is calculated by using the effective tax rate anticipated for the full year. The Company's effective tax rate for the three months ended June 30, 2006 was 35.7%. The Company's effective tax rate for the six months ended June 30, 2006 was 38.8%. This rate differs from the federal statutory rate primarily due to non-deductible share-based compensation expense recognized for book purposes.

h) Employee Benefit Plan Settlements

The Company recognizes settlement gains and losses in its financial statements when the cost of all settlements in a year is greater than the sum of the service cost and interest cost components of net periodic pension cost for the plan for the year.

i) Earnings per share

Historical basic per share data is based on the weighted average number of shares outstanding. Historical diluted per share data is reconciled by adding to weighted average shares outstanding the dilutive impact of the exercise of outstanding stock options.

	Three Months		Six Months	
	Ended June 30,		Ended June 30,	
	2006	2005	2006	2005
Earnings used in the computation of basic and diluted net earnings per common share:				
Net earnings	\$629,668	\$646,533	\$1,181,894	\$785,975
Weighted average shares outstanding - basic	6,996,257	7,446,900	7,090,358	7,446,171
Common stock equivalents	43,856	71,608	29,075	89,320
Weighted average shares outstanding - diluted	7,040,113	7,518,508	7,119,433	7,535,491
Basic net earnings per common share	\$0.09	\$0.09	\$0.17	\$0.11
Diluted net earnings per common share	\$0.09	\$0.09	\$0.17	\$0.10

j) Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

k) Comprehensive Income

Total comprehensive income represents the change in equity during a period, from sources other than transactions with shareholders and, as such, includes net earnings. For the Company, the only other component of total comprehensive income is the change in the fair value of derivatives accounted for as cash flow hedges.

	Three Months		Six Months	
	Ended June 30,		Ended June 30,	
	2006	2005	2006	2005
Net earnings	\$629,668	\$646,533	\$1,181,894	\$785,975
Other comprehensive income (loss):				
Net unrealized gain (loss) during the period related to cash flow hedges	<u>30,000</u>	<u>(7,000)</u>	<u>73,000</u>	<u>111,000</u>
Comprehensive income:	<u>\$659,668</u>	<u>\$639,533</u>	<u>\$1,254,894</u>	<u>\$896,975</u>

1) Operating Segments

Statement of Financial Accounting Standards (FAS) No. 131 “Disclosures about Segments of an Enterprise and Related Information” requires disclosures of certain information about operating segments and about products and services, geographic areas in which the Company operates, and their major customers. The Company has evaluated the effect of this standard and has determined that currently it operates in one segment, as defined in this statement.

m) Derivative Financial Instruments

The Company has only limited involvement with derivative financial instruments. The Company has one interest rate swap agreement to hedge against the potential impact on earnings from increases in market interest rates of a variable rate term loan. Under the interest rate swap agreement, the Company receives or makes payments on a monthly basis, based on the differential between a specified interest rate and one month LIBOR. A term loan of \$4,337,025 is designated as a hedged item for interest rate swaps at June 30, 2006.

This interest rate swap is accounted for as a cash flow hedge in accordance with FAS 133 and FAS 138. As of the report date, the swap met effectiveness tests, and as such no gains or losses were included in net income during the quarter related to hedge ineffectiveness and there was no income adjustment related to any portion excluded from the assessment of hedge effectiveness. A gain of \$30,000 and a loss of \$7,000 were included in other comprehensive income for the three months ended June 30, 2006 and 2005, respectively. Gains of \$73,000 and \$111,000 were included in other comprehensive income for the six months ended June 30, 2006 and 2005, respectively. The original term of the contract is ten years.

n) Share-Based Compensation

The Company awards share-based compensation as an incentive for employees to contribute to the Company's long-term success. Historically, the Company has issued options and stock settled stock appreciation rights. At June 30, 2006, the Company had 1,852,150 shares of common stock authorized for awards of share-based compensation under its 2003 Incentive Stock and Awards Plan.

On January 1, 2006, the Company adopted Statement of Financial Accounting Standards 123(R), Share-Based Payment. Accordingly, the Company is now recognizing share-based compensation expense for all awards granted to employees, which is based on the fair value of the award on the date of grant. The Company adopted FAS No. 123(R) under the modified prospective transition method, and consequently prior period results have not been restated. Under this transition method, in 2006 the Company's reported stock compensation expense will include expense related to stock compensation awards granted subsequent to January 1, 2006, which is based on the grant date fair value estimated in accordance with the provisions of FAS No. 123(R). Prior to January 1, 2006, the Company applied APB Opinion No. 25 "Accounting for Stock Issued to Employees" in accounting for its employee stock compensation and applied FAS No. 123 "Accounting for Stock Issued to Employees" for disclosure purposes only. Under APB 25, the intrinsic value method was used to account for share-based employee compensation plans and expense was not recorded for awards granted with no intrinsic value. The FAS No. 123 disclosures include pro forma net earnings (loss) and earnings (loss) per share as if the fair value-based method of accounting had been used. Determining the appropriate fair value model and calculating the fair value of stock compensation awards requires the input of certain highly complex and subjective assumptions, including the expected life of the stock compensation awards, the Company's common stock price volatility, and the rate of employee forfeitures. The assumptions used in calculating the fair value of stock compensation awards represent management's best estimates, but these estimates involve inherent uncertainties and the application of judgment. As a result, if factors change and the Company deems it necessary to use different assumptions, stock compensation expense could be materially different from what has been recorded in the current period.

For the three months ended June 30, 2006, the Company recognized \$37,797 of pre-tax share-based compensation expense under FAS No. 123(R), recorded in selling and administrative expense in the Condensed Consolidated Summary of Operations. This expense was offset by a \$13,000 deferred tax benefit for non-qualified share-based compensation. For the six months ended June 30, 2006, the Company recognized \$376,846 of pre-tax share-based compensation expense under FAS No. 123(R), recorded in selling and administrative expense in the Condensed Consolidated Summary of Operations. This expense was offset by a \$63,000 deferred tax benefit for non-qualified share-based compensation. As of June 30, 2006, the Company had no unrecognized compensation cost expected to be recognized for share-based awards made prior to January 1, 2006. All such grants were fully-vested prior to January 1, 2006.

Share-Based Compensation Awards

The following disclosures provide information regarding the Company's share-based compensation awards, all of which are classified as equity awards in accordance with FAS No. 123(R):

Stock options and stock settled stock appreciation rights. The Company grants stock options and stock settled stock appreciation rights to employees that allow them to purchase shares of the Company's common stock. Options are also granted to outside members of the Board of Directors of the Company. The Company determines the fair value of stock options and stock settled stock appreciation rights at the date of grant using the Black-Scholes valuation model. All options and stock appreciation rights vest immediately at the date of grant. Awards

generally expire five years after the date of grant with the exception of options granted to outside directors, which expire ten years after the date of grant. The Company issues new shares upon the exercise of stock options and stock settled stock appreciation rights.

During the six-month period ended June 30, 2006, the Company received \$880,933 in cash from stock option exercises. No tax benefit was recognized for these exercises, as the options exercised were qualified incentive stock options.

A summary of the changes in total stock options and stock appreciation rights outstanding during the six months ended June 30, 2006 follows:

	<u>Options and SARS</u>	<u>Weighted Average Exercise Price</u>	<u>Weighted Average Remaining Contractual Term</u>
Outstanding December 31, 2005	849,750	\$ 12.98	
Granted	183,000	11.31	
Exercised	(94,350)	9.34	
Forfeited or expired	(25,850)	13.14	
Outstanding June 30, 2006	<u>912,550</u>	<u>\$ 13.02</u>	<u>3.2 years</u>

At June 30, 2006, options and stock appreciation rights outstanding, all of which were fully vested and exercisable, had aggregate intrinsic values of \$75,644.

Options exercised during the three and six-month periods ended June 30, 2006, had intrinsic values of \$97,258 and \$238,365, respectively. The weighted average grant date fair value of the Company's options and SARs granted during the three months ended June 30, 2006 and 2005 was \$3.02 and \$2.94, respectively. The weighted average grant date fair value of the Company's options and SARs granted during the six months ended June 30, 2006 and 2005 was \$2.06 and \$3.02, respectively. The fair values were estimated on the date of the grant using the Black-Scholes valuation model with the following weighted-average assumptions:

	<u>Three Months ended June 30,</u>		<u>Six Months ended June 30,</u>	
	<u>2006</u>	<u>2005</u>	<u>2006</u>	<u>2005</u>
Expected dividend yield (1)	4.2 %	4.7 %	4.2 to 4.5 %	3.6 to 4.7 %
Expected stock price volatility (2)	26.7 %	36.0 %	25.1 to 26.7 %	27.2 to 36.0 %
Risk-free interest rate (3)	5.1 %	3.9 %	4.6 to 5.1 %	3.8 to 3.9 %
Expected life in years (4)	<u>10.0</u>	10.0	5.0 to 10.0	5.0 to 10.0

(1) The dividend yield assumption is based on the history and expectation of the Company's dividend payouts.

(2) The determination of expected stock price volatility for options and SARs granted in the second quarter of 2006 was based on historical Superior common stock prices over a period commensurate with the expected life.

(3) The risk-free interest rate is based on the yield of a U.S. treasury bond with a similar maturity as the expected life of the awards.

- (4) The expected life in years for options and SARs granted in 2006 was based on the historical exercise patterns experienced by the Company when the award is made.

The impact of FAS No. 123(R), if it had been in effect, on the net earnings and related per share amounts of each of our years ended December 31, 2005, 2004 and 2003 was disclosed in Note 1, *Stock-based compensation* included in our Form 10-K for the year ended December 31, 2005. Reported net earnings, adjusting for share-based compensation that would have been recognized if FAS No. 123(R) had been followed is as follows:

	Three Months		Six Months	
	Ended June 30,		Ended June 30,	
	2006	2005	2006	2005
Net earnings, as reported	\$629,668	\$646,533	\$1,181,894	\$785,975
Add: Total stock-based employee compensation programs recorded as expense, net of tax	24,568	-	313,617	-
Deduct: Total stock-based employee compensation expense determined under fair value based method for all awards, net of related tax effects	<u>(24,568)</u>	<u>(36,695)</u>	<u>(313,617)</u>	<u>(598,622)</u>
Pro forma net earnings	<u>\$629,668</u>	<u>\$609,838</u>	<u>\$1,181,894</u>	<u>\$187,353</u>
Net earnings per common share:				
Basic - as reported	<u>\$0.09</u>	<u>\$0.09</u>	<u>\$0.17</u>	<u>\$0.11</u>
Basic - pro forma	<u>\$0.09</u>	<u>\$0.08</u>	<u>\$0.17</u>	<u>\$0.03</u>
Diluted - as reported	<u>\$0.09</u>	<u>\$0.09</u>	<u>\$0.17</u>	<u>\$0.10</u>
Diluted - pro forma	<u>\$0.09</u>	<u>\$0.08</u>	<u>\$0.17</u>	<u>\$0.02</u>

o) Reclassifications

Certain reclassifications to the 2005 financial information have been made to conform to the 2006 presentation.

NOTE 2 - Recent Accounting Pronouncements:

In November 2004, the FASB issued FAS No. 151, *Inventory Costs - an Amendment of ARB No. 43, Chapter 4,* to provide clarification that abnormal amounts of idle facility expense, freight, handling costs, and wasted material be recognized as current-period charges. In addition, this standard requires that allocation of fixed production overheads to the costs of conversion be based on the normal capacity of the production facilities. The provisions of this standard are effective for inventory costs incurred during fiscal years beginning after June 15, 2005. The adoption of FAS No. 151 has not had a material impact on the Company's financial position and the results of operations.

In July 2006, the FASB issued FASB Interpretation Number 48, *Accounting for Uncertainty in Income Taxes, an Interpretation of FAS No. 109,* ("FIN 48"). FIN 48 prescribes a recognition threshold and measurement attribute for the financial statement recognition and

measurement of a tax position taken in a tax return. The Company must determine whether it is “more-likely-than-not” that a tax position will be sustained upon examination, including resolution of any related appeals or litigation processes, based on the technical merits of the position. Once it is determined that a position meets the more-likely-than-not recognition threshold, the position is measured to determine the amount of benefit to recognize in the financial statements. FIN 48 applies to all tax positions related to income taxes subject to FAS No. 109, *Accounting for Income Taxes*. The Company anticipates adopting the provisions of this statement beginning in the first quarter of fiscal 2007. The Company is currently assessing the impact of this Interpretation on its consolidated financial statements.

A variety of proposed or otherwise potential accounting standards are currently under study by standard-setting organizations and various regulatory agencies. Because of the tentative and preliminary nature of these proposed standards, management has not determined whether implementation of such proposed standards would be material to the Company’ s consolidated financial statements.

NOTE 3 - Long-Term Debt:

	<u>June 30,</u> <u>2006</u>	<u>December 31,</u> <u>2005</u>
Note payable to Wachovia, pursuant to revolving credit agreement, maturing June 30, 2007	\$-	\$-
6.75% term loan payable to Wachovia, with monthly payments of principal and interest, maturing April 1, 2009	4,337,025	5,002,350
Note payable to Bank of America, 0% interest, payable on January 1, 2007	330,110	660,219
	4,667,135	5,662,569
Less payments due within one year included in current liabilities	<u>1,729,909</u>	<u>1,683,029</u>
Long-term debt less current maturities	<u>\$2,937,226</u>	<u>\$3,979,540</u>

On March 26, 1999, the Company entered into a 3-year credit agreement with Wachovia Bank that made available to the Company up to \$15,000,000 on a revolving credit basis. Interest is payable at LIBOR plus 0.60% based upon the one-month LIBOR rate for U.S. dollar based borrowings (5.3% at June 30, 2006). The Company pays an annual commitment fee of 0.15% on the average unused portion of the commitment. The available balance under the credit agreement is reduced by outstanding letters of credit. As of June 30, 2006, approximately \$185,000 was outstanding under letters of credit. On March 27, 2001 and again on April 27, 2004, the Company entered into agreements with Wachovia Bank to extend the maturity of the revolving credit agreement. The revolving credit agreement matures on June 30, 2007. At the option of the Company, any outstanding balance on the agreement at that date will convert to a one-year term loan. The remaining terms of the original revolving credit agreement remain unchanged. The Company also entered into a \$12,000,000 10-year term loan on March 26, 1999 with the same bank. The term loan is an amortizing loan, with monthly payments of principal and interest, maturing on April 1, 2009. The term loan carries a variable interest rate of LIBOR plus 0.80% based upon the one-month LIBOR rate for U.S. dollar based borrowings. Concurrent with the execution of the term loan agreement, the Company entered into an interest rate swap with the bank under which the Company receives a variable rate of interest on a notional amount equal to the outstanding balance of the term loan from the bank and the Company pays a fixed rate of 6.75% on a notional amount equal to the outstanding balance of the term loan to the bank.

The credit agreement and the term loan with Wachovia contain restrictive provisions concerning liabilities to tangible net worth ratios (.75:1), other borrowings, capital expenditures; working capital ratio (2.5:1), and fixed charges coverage ratio (2.5:1). The Company is in full compliance with all terms, conditions and covenants of the various credit agreements.

NOTE 4 - Periodic Pension Expense:

The following table presents the net periodic pension expense under our plans for the following periods:

	<u>Three Months</u> <u>Ended June 30,</u>		<u>Six Months</u> <u>Ended June 30,</u>	
	<u>2006</u>	<u>2005</u>	<u>2006</u>	<u>2005</u>
Service cost - benefits earned during the period	\$155,000	\$166,000	\$309,000	\$333,000

Interest cost on projected benefit obligation	247,000	270,000	495,000	540,000
Expected return on plan assets	(322,000)	(345,000)	(644,000)	(690,000)
Amortization of prior service cost	16,000	44,000	31,000	88,000
Recognized actuarial loss	5,000	21,000	11,000	41,000
Net periodic pension cost	<u>\$101,000</u>	<u>\$156,000</u>	<u>\$202,000</u>	<u>\$312,000</u>

There were no contributions made to the Company' s benefit plans during the periods ended June 30, 2006 or 2005.

NOTE 5 - Supplemental Cash Flow Information:

Cash paid for income taxes was \$548,287 and \$373,522, respectively for the six-month periods ended June 30, 2006 and 2005. Cash paid for interest was \$242,865 and \$311,125, respectively for the six-month periods ended June 30, 2006 and 2005.

NOTE 6 - Contingencies:

The Company has entered into indemnification agreements with its directors and certain of its officers that will require the Company, among other things, to indemnify them against certain liabilities that may arise by reason of their status or service as directors or officers. The Company maintains director and officer insurance, which may cover certain liabilities arising from its obligation to indemnify its directors and officers in certain circumstances.

It is not possible to determine the aggregate maximum potential loss under these indemnification agreements. Historically, the Company has not incurred any costs as a result of obligations under these agreements and it has not accrued any liabilities related to such indemnification obligations in its condensed consolidated financial statements.

The Company is involved in various legal actions and claims arising from the normal course of business. In the opinion of management, the ultimate outcome of these matters will not have a material impact on the Company's results of operations, cash flows, or financial position.

Board of Directors and Shareholders
Superior Uniform Group, Inc.

We have reviewed the accompanying condensed consolidated balance sheet of Superior Uniform Group, Inc. and subsidiary (“the Company”) as of June 30, 2006, the related condensed consolidated summary of operations for the three-month and six-month periods ended June 30, 2006 and 2005, and the condensed consolidated summary of cash flows for the six-month periods ended June 30, 2006 and 2005. These interim financial statements are the responsibility of the Company’s management.

We conducted our review in accordance with standards of the Public Company Accounting Oversight Board (United States). A review of interim financial information consists principally of applying analytical procedures and making inquiries of persons responsible for financial and accounting matters. It is substantially less in scope than an audit conducted in accordance with generally accepted auditing standards, the objective of which is the expression of an opinion regarding the financial statements taken as a whole. Accordingly, we do not express such an opinion.

Based on our review, we are not aware of any material modifications that should be made to the accompanying interim financial statements for it to be in conformity with accounting principles generally accepted in the United States of America.

We have previously audited, in accordance with the standards of the Public Company Accounting Oversight Board (United States), the consolidated balance sheet as of December 31, 2005, and the related consolidated statement of earnings, shareholders’ equity, and cash flows for the year then ended (not presented herein); and in our report dated February 24, 2006, we expressed an unqualified opinion on those consolidated financial statements. In our opinion, the information set forth in the accompanying condensed consolidated balance sheet as of December 31, 2005, is fairly stated, in all material respects, in relation to the consolidated balance sheet from which it has been derived.

As discussed in Note 1 to the condensed consolidated interim financial statements, effective January 1, 2006, the Company adopted Statement of Financial Accounting Standards No. 123 (revised 2004), *Share-Based Payment*.

/s/ GRANT THORNTON LLP

Tampa, Florida
July 25, 2006

ITEM 2. Management's Discussion and Analysis of Financial Condition and Results of Operations

Certain matters discussed in this Form 10-Q are "forward-looking statements" intended to qualify for the safe harbors from liability established by the Private Securities Litigation Reform Act of 1995. These forward-looking statements can generally be identified as such because the context of the statement will include words such as we "believe," "anticipate", "expect" or words of similar import. Similarly, statements that describe our future plans, objectives, strategies or goals are also forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties that may materially adversely affect the anticipated results. Such risks and uncertainties include, but are not limited, to the following: general economic conditions in the areas of the United States in which the Company's customers are located; changes in the healthcare, resort and commercial industries where uniforms and service apparel are worn; the impact of competition; the availability of manufacturing materials, and other factors described in the Company's filings with the Securities and Exchange Commission. Shareholders, potential investors and other readers are urged to consider these factors carefully in evaluating the forward-looking statements made herein and are cautioned not to place undue reliance on such forward-looking statements. The forward-looking statements made herein are only made as of the date of this Form 10-Q and we disclaim any obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

Critical Accounting Policies

Our significant accounting policies are described in Note 1 to the consolidated financial statements included in the Company's Annual Report on Form 10-K for the year ended December 31, 2005. Our discussion and analysis of financial condition and results of operations are based upon our condensed consolidated financial statements, which have been prepared in accordance with accounting principles generally accepted in the United States of America for the preparation of interim financial statements. The preparation of the financial statements requires us to make estimates and judgments that affect the reported amounts of assets, liabilities, revenues, expenses, and related disclosure of contingent assets and liabilities. On an on-going basis, we evaluate the estimates that we have made. These estimates are based upon our historical experience and on various other assumptions that we believe to be reasonable under the circumstances. Our actual results may differ from these estimates under different assumptions or conditions. We believe the following critical accounting policies affect our more significant judgments and estimates used in the preparation of our condensed consolidated financial statements.

Revenue Recognition, Sales Returns and Allowances, and Allowance for Doubtful Accounts

The Company recognizes revenue in the period in which the product is shipped and title passes. The Company provides an allowance for estimated returns and allowances each period based upon historical experience and current allowance programs. Judgments and estimates are used in determining the collectability of accounts receivable. The Company analyzes specific accounts receivable and historical bad debt experience, customer credit worthiness, current economic trends and the age of outstanding balances when evaluating the adequacy of the allowance for doubtful accounts. Management judgments and estimates are used in connection with establishing the allowance in any accounting period. Changes in estimates are reflected in the period they become known. If the financial condition of the Company's customers were to deteriorate, resulting in an impairment of their ability to make payments, additional allowances may be required.

Inventories

Inventories are stated at the lower of cost or market value. Judgments and estimates are used in determining the likelihood that new goods on hand can be sold to customers. Historical inventory usage and current revenue trends are considered in estimating both excess and obsolete inventories. If actual product demand and market conditions are less favorable than those projected by management, additional inventory write-downs may be required.

Insurance

The Company self-insures for certain obligations related to health and workers' compensation programs. The Company also purchases stop-loss insurance policies to protect it from catastrophic losses. Judgments and estimates are used in determining the potential value associated with reported claims and for losses that have occurred, but have not been reported. The Company's estimates consider historical claim experience and other factors. The Company's liabilities are based on estimates, and, while the Company believes that the accrual for loss is adequate, the ultimate liability may be in excess of or less than the amounts recorded. Changes in claim experience, the Company's ability to settle claims or other estimates and judgments used by management could have a material impact on the amount and timing of expense for any period.

Stock-based payments

Effective January 1, 2006, the Company adopted FAS No. 123(R), "Share-Based Payment." FAS No. 123(R) requires that the compensation cost relating to share-based payment transactions be recognized in financial statements. That cost is measured based on the fair value of the equity or liability instruments issued. Since the Company adopted FAS No. 123(R) using the modified-prospective-transition-method, prior periods have not been restated. Under this method, we are required to record compensation expense for all awards granted after the date of adoption and for the unvested portion of previously granted awards that remain outstanding as of the beginning of the period of adoption. All stock based awards previously granted by the Company were fully

vested prior to the adoption of FAS No. 123(R). The Company continues to measure share-based compensation cost using the Black-Scholes option-pricing model. Compensation cost is recognized in the period of grant as all awards granted by the Company are fully vested at the time of grant.

Results of Operations

Net sales decreased from \$34,858,915 for the three months ended June 30, 2005 to \$31,504,585 for the three months ended June 30, 2006. Net sales decreased from \$66,716,004 for the six months ended June 30, 2005 to \$62,641,128 for the six months ended June 30, 2006. The decreases in sales in the three and six month periods are primarily attributed to the January 2005 implementation of our new Warehouse Management System that resulted in disruptions to our service levels with customers during the first half of 2005. As a result of these service issues, the Company experienced continuing declines in revenues with certain customers over the remainder of 2005 and the first six months of 2006 in excess of new revenues generated.

Cost of goods sold, as a percentage of net sales, approximated 68.4% for the three months ended June 30, 2006 compared to 69.0% for the three months ended June 30, 2005. Cost of goods sold, as a percentage of net sales, approximated 68.0% for the six months ended June 30, 2006 compared to 68.3% for the six months ended June 30, 2005. The decreases as a percentage of sales are primarily attributed to improved sourcing of product. The Company's gross margins may not be comparable with other entities, since some entities include all of the costs related to their distribution network in cost of goods sold. As disclosed in Note 1 to the Condensed Consolidated Financial Statements, the Company includes a portion of the costs associated with its distribution network in selling and administrative expenses.

Selling and administrative expenses, as a percentage of net sales, were approximately 28.1% and 27.7%, respectively, for the three-month periods ended June 30, 2006 and 2005. Selling and administrative expenses, as a percentage of net sales, were approximately 28.6% and 29.4%, respectively, for the first six months of 2006 and 2005. The increase as a percentage of sales in the three-month period is primarily attributed to the decrease in sales volume in the current period (2.7%), offset by reduced salaries, wages and related benefits in the current period (2.3%). The decrease as a percentage of sales in the six-month period is attributed to reduced salaries, wages and related benefits before share-based compensation expense in the current period (2.9%) offset by share-based compensation expense (0.6%) and the decrease in sales volume in the current period (1.8%).

Interest expense of \$115,565 for the three-month period ended June 30, 2006 decreased 28.5% from \$161,635 for the similar period ended June 30, 2005. Interest expense of \$235,647 for the six-month period ended June 30, 2006 decreased 22.4% from \$303,499 for the similar period ended June 30, 2005. These decreases are attributed to the significant reduction in average borrowings outstanding in the current periods.

The Company's effective tax rate for the three months ended June 30, 2006 was 35.7% versus 33.8% for the three months ended June 30, 2005. The Company's effective tax rate for the six months ended June 30, 2006 was 38.8% versus 34.3% for the six months ended June 30, 2005. The significant increase in the rate for the six-month period ended June 30, 2006 is attributed primarily to non-deductible share-based compensation expense recognized for book purposes in 2006.

Liquidity and Capital Resources

Accounts receivable and other current assets increased 1.4% from \$28,472,949 on December 31, 2005 to \$28,885,598 as of June 30, 2006 due primarily to the increase in prepaid insurance due to timing of premium payments (\$248,000) and general prepaid expenses (\$260,000) offset by declines in refundable income taxes (\$235,000).

Inventories decreased 8.5% from \$37,186,779 on December 31, 2005 to \$34,036,505 as of June 30, 2006 consistent with management's continued efforts to reduce overall inventory levels.

Other intangible assets decreased from \$1,250,333 as of December 31, 2005 to \$1,131,254 at June 30, 2006 as a result of the scheduled amortization of intangible assets.

Other assets decreased 61.9% from \$7,434,119 as of December 31, 2005 to \$2,832,631 at June 30, 2006. The Company cashed in its outstanding officer life insurance policies during 2006 generating \$4,637,891 in cash for the Company.

Accounts payable decreased 4.5% from \$6,046,575 on December 31, 2005 to \$5,776,013 on June 30, 2006 primarily due to lower purchasing volumes related to inventories.

Cash and cash equivalents increased by \$1,621,396 from \$3,220,174 on December 31, 2005 to \$4,841,570 as of June 30, 2006. This increase is attributed to \$6,416,899 provided by operating activities, \$4,269,502 provided by investing activities, offset by \$9,064,705 utilized in financing activities. The Company has operated without hindrance or restraint with its present working capital, as income generated from operations and outside sources of credit, both trade and institutional, have been more than

adequate. At June 30, 2006, our principal sources of liquidity consisted of cash and available borrowings under our revolving credit facility and term loan with Wachovia. The credit agreement and the term loan with Wachovia contain restrictive provisions concerning liabilities to net worth ratios (.75:1), other borrowings, capital expenditures, working capital ratio (2.5:1), fixed charges coverage ratio (2.5:1), stock repurchases and payment of dividends. The Company is in full compliance with all terms, conditions and covenants of the various credit agreements.

In the foreseeable future, the Company will continue its ongoing capital expenditure program designed to maintain and improve its facilities. The Company at all times evaluates its capital expenditure program in light of prevailing economic conditions.

During the six months ended June 30, 2006 and 2005, respectively, the Company paid cash dividends of \$1,909,601 and \$2,011,139. The Company continued its stock repurchase activity under its stock repurchase programs announced in July of 2002 and May 2006. During the six months ended June 30, 2006, the Company repurchased and retired 580,124 shares of the Company's Common Stock for \$7,040,603. During the six months ended June 30, 2005, the Company repurchased and retired 15,557 shares of the Company's Common Stock for \$172,841. All of these shares were repurchased on the open market. The Company anticipates that it will continue to pay dividends and that it will repurchase and retire additional shares of its common stock in the future as financial conditions permit.

The Company believes that its cash flow from operating activities together with other capital resources and funds from credit sources will be adequate to meet all of its funding requirements for the remainder of the year and for the foreseeable future.

ITEM 3. Quantitative and Qualitative Disclosures About Market Risk

The Company is exposed to market risk from changes in interest rates, which may adversely affect its results of operations and financial condition. The Company seeks to minimize the risks from these interest rates when considered appropriate, through the limited use of derivative financial instruments. The Company's policy is not to use financial instruments for trading or other speculative purposes and the Company is not a party to any leveraged financial instruments. The Company has debt obligations with variable interest rates tied to LIBOR which are described in "Liquidity and Capital Resources" as well as Note 1 of the Notes to Consolidated Financial Statements. The Company estimates that a hypothetical increase in interest rates of 1% would have resulted in no material change in the Company's interest expense for the six-month period ended June 30, 2006.

The Company has one interest rate swap agreement to hedge against the potential impact on earnings from increases in market interest rates of a variable rate term loan. Under the interest rate swap agreement, the Company receives or makes payments on a monthly basis, based on the differential between a specified interest rate and one month LIBOR. A term loan of \$4,337,025 is designated as a hedged item for interest rate swaps at June 30, 2006. This interest rate swap is accounted for as a cash flow hedge in accordance with FAS 133 and FAS 138. As of the report date, all swaps met effectiveness tests, and as such no gains or losses were included in net income during the quarter related to hedge ineffectiveness and there was no income adjustment related to any portion excluded from the assessment of hedge effectiveness. A gain of \$30,000 and a loss of \$7,000 were included in other comprehensive income (loss) for the three months ended June 30, 2006 and 2005, respectively. Gains of \$73,000 and \$111,000 were included in other comprehensive income for the six months ended June 30, 2006 and 2005, respectively. The original term of the contract is ten years.

The Company is also exposed to changes in prevailing market interest rates affecting the return on its investments but does not consider this interest rate market risk exposure to be material to its financial condition or results of operations. The Company invests primarily in highly liquid debt instruments with strong credit ratings and short-term (less than three months) maturities.

ITEM 4. Controls and Procedures

The Chief Executive Officer, Michael Benstock, and the Chief Financial Officer, Andrew D. Demott, Jr., evaluated the effectiveness of the Company's disclosure controls and procedures as of the end of the period covered by this report (the "Evaluation Date"), and concluded that, as of the Evaluation Date, the Company's disclosure controls and procedures were effective to ensure that information the Company is required to disclose in its filings with the Securities and Exchange Commission (the "Commission") under the Securities Exchange Act of 1934, as amended, (the "Exchange Act") is recorded, processed, summarized and reported, within the time periods specified in the Commission's rules and forms, and to ensure that information required to be disclosed by the Company in the reports that it files under the Exchange Act is accumulated and communicated to the Company's management, including its principal executive officer and principal financial officer, as appropriate to allow timely decisions regarding required disclosure. There have been no changes in the Company's

internal controls over financial reporting identified in connection with this evaluation that occurred during the period covered by this report that have affected, or are reasonably likely to materially affect, the Company' s internal controls over financial reporting.

PART II - OTHER INFORMATION

ITEM 1. Legal Proceedings

None.

ITEM 1A. Risk Factors

None.

ITEM 2. Unregistered Sales of Equity Securities and Use of Proceeds

The table below sets forth the information with respect to purchases made by or on behalf of Superior Uniform Group, Inc. or any "affiliated purchaser" (as defined in Rule 10b-18(a)(3) under the Exchange Act), of our common shares during the three months ended June 30, 2006.

ISSUER PURCHASES OF EQUITY SECURITIES

<u>Period</u>	<u>(a) Total Number of Shares Purchased</u>	<u>(b) Average Price Paid per Share</u>	<u>(c) Total Number of Shares Purchased as Part of Publicly Announced Plans or Programs</u>	<u>(d) Maximum Number of Shares that May Yet Be Purchased Under the Plans or Programs (1)</u>
Month #1 (April 1, 2006 to April 30, 2006)	103,660	\$ 11.66	103,660	
Month #2 (May 1, 2006 to May 31, 2006)	127,240	\$ 12.86	127,240	
Month #3 (June 1, 2006 to June 30, 2006)	182,100	\$ 12.84	182,100	
TOTAL	<u>413,000</u>	<u>\$ 12.55</u>	<u>413,000</u>	<u>456,900</u>

- (1) In July 2002, the Company's Board of Directors authorized the Company to repurchase 750,000 shares of its common stock. Through May 4, 2006, the Company repurchased 728,098 shares of its common stock under such repurchase program. On May 5, 2006, the Company's Board of Directors approved additional repurchases of 750,000 shares of the Company's outstanding shares of common stock. There is no expiration date or other restriction governing the period over which the Company can make share repurchases under the program.

ITEM 3. Defaults Upon Senior Securities

Inapplicable.

ITEM 4. Submission of Matters to a Vote of Security-Holders

The Annual Meeting of Shareholders was held on May 5, 2006. Of the 7,148,834 shares outstanding and entitled to vote at the meeting, 6,611,946 shares were present at the meeting, in person or by proxy. At the meeting the shareholders:

- a) Voted on the election of the nominated Directors – Messrs. G. M. Benstock, M. Benstock, A. D. Schwartz, P. Benstock, M. Gaetan, PhD, S. Kirschner, R. Hensley, P. Mellini and A. Wiener. The votes on all directors nominated were as follows:

<u>Nominee</u>	<u>Votes For:</u>	<u>Votes Withheld:</u>
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Gerald M. Benstock	6,196,745	415,201
Michael Benstock	6,210,508	401,438
Alan D. Schwartz	6,194,026	417,920
Peter Benstock	5,710,238	901,708
Manuel Gaetan	6,195,767	416,179
Sidney Kirschner	6,446,979	164,967
Robin Hensley	6,447,225	164,721
Paul Mellini	6,447,425	164,521
Arthur Wiener	6,450,525	161,421

The tabulation of votes for the election of directors resulted in no broker non-votes or abstentions.

b) Ratified the appointment of Grant Thornton LLP, independent certified public accountants, as auditors for the Company' s financial statements for the year ending December 31, 2006 with 6,600,335 votes for the motion, 3,497 votes against and 8,111 votes abstaining.

ITEM 5. Other Information

None.

ITEM 6. Exhibits

See Exhibit Index.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Date: August 3, 2006

SUPERIOR UNIFORM GROUP, INC.

By

/s/ Michael Benstock

Michael Benstock

Chief Executive Officer

By

/s/ Andrew D. Demott, Jr.

Andrew D. Demott, Jr.

Sr. Vice President, Chief Financial Officer
and Treasurer (Principal Accounting Officer)

EXHIBIT INDEX

Exhibit No.	Description
15	Letter re: Unaudited Interim Financial Information.
31.1	Certification by the Chief Executive Officer pursuant to Section 302 of the Sarbanes-Oxley Act of 2002
31.2	Certification by the Chief Financial Officer pursuant to Section 302 of the Sarbanes-Oxley Act of 2002.
32	Certification of Periodic Financial Report by the Chief Executive Officer and Chief Financial Officer pursuant to Section 906 of the Sarbanes-Oxley Act of 2002.

Securities and Exchange Commission
Washington, D.C. 20549

We have made a review of the condensed consolidated financial statements of Superior Uniform Group, Inc. and subsidiary ("the Company") as of June 30, 2006 in accordance with standards established by the Public Company Accounting Oversight Board (United States), and issued our report thereon dated July 25, 2006. We are aware that such financial statements and our above-mentioned report appearing in the Form 10-Q of the Company for the quarter ended June 30, 2006 are being incorporated by reference in the Registration Statement on Form S-8 (File No. 333-105906, effective June 6, 2003) and that such report pursuant to Rule 436(c) of the Securities Act of 1933 is not considered a part of a registration statement prepared or certified by an accountant or a report prepared or certified by an accountant within the meaning of Paragraphs 7 and 11 of that Act.

/s/ GRANT THORNTON LLP

Tampa, Florida
July 25, 2006

Certification of Chief Executive Officer
Pursuant to Section 302 of the Sarbanes-Oxley Act and Rule 13a-14(a)
or 15d-14(a) under the Securities Exchange Act of 1934

I, Michael Benstock, certify that:

1. I have reviewed this Quarterly Report on Form 10-Q of Superior Uniform Group, Inc.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of Superior Uniform Group, Inc. as of, and for, the periods presented in this report;
4. Superior Uniform Group, Inc.' s other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for Superior Uniform Group, Inc. and we have:
 - a) designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to Superior Uniform Group, Inc., including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
 - b) designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
 - c) evaluated the effectiveness of Superior Uniform Group, Inc.' s disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures as of the end of the period covered by this report based on such evaluation and
 - d) disclosed in this report any change in Superior Uniform Group' s internal control over financial reporting that occurred during its most recent fiscal quarter that has materially affected, or is reasonably likely to materially affect, Superior Uniform Group' s internal control over financial reporting; and
5. Superior Uniform Group, Inc.' s other certifying officer and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to Superior Uniform Group, Inc.' s auditors and the audit committee of Superior Uniform Group, Inc.' s board of directors:
 - a) all significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect Superior Uniform Group, Inc.' s ability to record, process, summarize and report financial information; and
 - b) any fraud, whether or not material, that involves management or other employees who have a significant role in Superior Uniform Group, Inc.' s internal controls over financial reporting.

Date August 3, 2006

/s/ Michael Benstock

Michael Benstock
Chief Executive Officer

Certification of Chief Financial Officer
Pursuant to Section 302 of the Sarbanes-Oxley Act and Rule 13a-14(a)
or 15d-14(a) under the Securities Exchange Act of 1934

I, Andrew D. Demott, Jr., certify that:

1. I have reviewed this Quarterly Report on Form 10-Q of Superior Uniform Group, Inc.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of Superior Uniform Group, Inc. as of, and for, the periods presented in this report;
4. Superior Uniform Group, Inc.'s other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for Superior Uniform Group, Inc. and we have:
 - a) designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to Superior Uniform Group, Inc., including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
 - b) designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
 - c) evaluated the effectiveness of Superior Uniform Group, Inc.'s disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures as of the end of the period covered by this report based on such evaluation and
 - d) disclosed in this report any change in Superior Uniform Group's internal control over financial reporting that occurred during its most recent fiscal quarter that has materially affected, or is reasonably likely to materially affect, Superior Uniform Group's internal control over financial reporting; and
5. Superior Uniform Group, Inc.'s other certifying officer and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to Superior Uniform Group, Inc.'s auditors and the audit committee of Superior Uniform Group, Inc.'s board of directors:
 - a) all significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect Superior Uniform Group, Inc.'s ability to record, process, summarize and report financial information; and
 - b) any fraud, whether or not material, that involves management or other employees who have a significant role in Superior Uniform Group, Inc.'s internal controls over financial reporting.

Date: August 3, 2006

/s/ Andrew D. Demott, Jr.

Andrew D. Demott, Jr.
 Senior Vice President, Chief
 Financial Officer and Treasurer

**Written Statement of the Chief Executive Officer and Chief Financial Officer
Pursuant to 18 U.S.C. §1350**

Solely for the purposes of complying with 18 U.S.C. §1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, we, the undersigned Chief Executive Officer and Chief Financial Officer of Superior Uniform Group, Inc. (the "Company"), hereby certify, based on their knowledge, that the Quarterly Report on Form 10-Q of the Company for the period ended June 30, 2006 (the "Report") fully complies with the requirements of Section 13(a) of the Securities Exchange Act of 1934 and that information contained in the Report fairly presents, in all material respects, the financial condition and results of operations of the Company.

/s/ Michael Benstock

Michael Benstock
Chief Executive Officer

/s/ Andrew D. Demott, Jr.

Andrew D. Demott, Jr.
Chief Financial Officer

Date: August 3, 2006