



**Item 9.01. Financial Statements and Exhibits.**

Exhibit 99.1. Press release dated February 24, 2011

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**SIGNATURE**

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

**Superior Uniform Group, Inc.**

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(Registrant)

**/s/ ANDREW D. DEMOTT, JR.**

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**February 24, 2011**

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(Date)

Andrew D. Demott, Jr.

*Executive Vice President, Chief Financial Officer and Treasurer*

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**Exhibit Index**

99.1 Press release dated February 24, 2011