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UNIFIRST CORP  
Form 8-K  
March 31, 2004

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549  
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FORM 8-K

CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(D) OF THE  
SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported)  
March 31, 2004

UNIFIRST CORPORATION  
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(Exact Name of Registrant as Specified in Charter)

Massachusetts	1-8504	04-2103460
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(State or Other Jurisdiction of Incorporation)	(Commission File Number)	(IRS Employer Identification No.)

68 Jonspin Road, Wilmington, Massachusetts 01887  
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(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code: (978) 658-8888  
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Item 7. Financial Statements and Exhibits.

(c) Exhibits

EXHIBIT NO. -----	DESCRIPTION -----
99.1	Press release dated March 31, 2004

Item 12. Results of Operations and Financial Condition.

Such information, including the exhibits attached hereto, shall not be deemed filed for any purpose, including for purposes of, Section 18 of the Securities and Exchange Act of 1934 (the "Exchange Act") or otherwise subject to the liabilities of that Section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933 on the Exchange Act, regardless of any general incorporation language in such filing.

On March 31, 2004, UniFirst Corporation issued a press release ("Press Release")

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announcing financial results for the quarter ended February 28, 2004. A copy of the Press Release is attached as Exhibit 99.1 to this Current Report and is incorporated herein by reference.

SIGNATURES

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 thereunto duly authorized.

UNIFIRST CORPORATION

Date: March 31, 2004

By: /s/ Ronald D. Croatti

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Name: Ronald D. Croatti  
Title: Chairman of the Board, Chief  
Executive Officer and President

By: /s/ John B. Bartlett

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Name: John B. Bartlett  
Title: Senior Vice President and Chief  
Financial Officer

EXHIBIT INDEX

Exhibit No. -----	Description -----
99.1	Press release of the Company dated March 31, 2004