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SUCCESSFUL RESTORATION DRYCLEANING NETWORK SEEKS PARTNERS IN CANADA

ANN ARBOR, MICHIGAN, USA, April 29, 2004 – Drycleaners across Canada seeking to build their business now have an opportunity to join a new network that has been highly successful in the United States and the United Kingdom. The Certified Restoration Drycleaning Network (CRDN) is an organization of premier drycleaners who specialize in insurance restoration services.

“This is a tremendous opportunity for those drycleaners who are progressive, growth oriented operators who understand that diversification is the key to growth,” said Wayne Wudyka, CRDN’s president and CEO. “There are really a limited number of ways for drycleaners to grow their business; retail, commercial, wholesale, routes, specialty services and restoration are the main options. With insurance restoration – handling clothing and other fabric items affected by fire, smoke, water or mold – we have identified a niche that offers bigger revenue and better margins than other areas of traditional drycleaning. This is a niche that can provide a new revenue stream for a mature, static market.

“CRDN provides a complete turn-key business system, from training to ongoing support, that essentially is a blueprint for growth,” Wudyka said. “The

CRDN system, which has been developed over the past 10 years, is designed to enable our members to drive volume, leverage existing assets and add new customers. Our goal is to bridge the gap between drycleaners and the insurance industry, which stands to save hundreds of millions of dollars each year through restoration drycleaning services, with an average cost savings of 84 percent compared to the replacement of clothing and fabric items. By implementing a uniform, consistent approach in processes and services, we will be able to offer a single-source solution for the drycleaning industry, an advantage that stand-alone operators are unable to achieve.

“Since launching CRDN in 2001, we have achieved nearly complete territory coverage across the United States,” added Wudyka. “The organization is thriving and growing month after month. In fact, the appeal and success of our efforts attracted international attention, and CRDN launched a program in the United Kingdom in 2002. We are pleased to continue this international expansion by bringing our program to Canadian drycleaners.”

CRDN offers a tremendous benefit for those drycleaners who are already handling a significant volume of restoration work, as well as those not yet familiar with restoration.

“We thought that our years in the restoration business meant that we were pretty good,” said Art Dickerson of NuYale Cleaners in Indiana, USA.

“However, when we followed the CRDN system, we really saw the light. Since then, we have achieved multiple quarters of triple digit growth.”

“I have been involved in a few large businesses in the past 15 years, and nothing has worked as fast or as clear to me as this business is turning out to be,” said Ali Mahdi of Swan Cleaners-CRDN in London, England. “CRDN’s program is like a beacon in the darkness of new ventures.”

“Until recently the insurance industry wasn’t looking for drycleaners,” noted Paul Cousineau, director of CRDN’s efforts in the U.K. “Most insurers would have preferred to write a cheque than restore a garment because of the

hassle. CRDN takes away that factor, and as a result we are changing the attitude toward the way restoration drycleaning is handled in the U.K.”

In Canada, as in the U.S., CRDN will sell franchises that cover specific geographic territories. Comprehensive training and marketing follow.

“Once a drycleaner joins our network, they spend a week in our training program at multiple locations in Michigan,” said Wudyka. “Our training covers everything from operations to marketing to topics such as cash flow and storage space. The home office staff includes individuals who specialize in increasing efficiencies within our operators’ plants, while others in our organization focus on ongoing training and launching of a business,” concluded Wudyka. “All of these efforts play an important role in driving volume and increasing sales.”

Drycleaners interested in learning more about the Certified Restoration Drycleaning Network can call 888-DryClean (888-379-2532) or visit the organization’s Web site is located at www.restorationdrycleaning.com.

Founded in mid-2001 in partnership with Service Brands International of Ann Arbor, Mich., the Certified Restoration Drycleaning Network was designed for progressive drycleaners who want to build their business through insurance restoration services. Service Brands International is an umbrella organization for successful franchise brands such as Molly Maid, Mr. Handyman and 1-800-Dryclean.

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