

FOR IMMEDIATE RELEASE

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## **DERMODY NAMED REGIONAL SALES MANAGER FOR CERTIFIED RESTORATION DRYCLEANING NETWORK**

ANN ARBOR, MI, September 22, 2004 — Erin G. Dermody has joined the Certified Restoration Drycleaning Network (CRDN) as Regional Sales Manager – Northeast.

In her new role, Dermody is responsible primarily for marketing to insurance carriers throughout New England as part of a concentrated effort to enhance and expand strategic relationships for CRDN, an international organization of highly trained drycleaners specializing in insurance restoration drycleaning services.

Dermody's background includes extensive experience with and knowledge of the insurance industry, with a particular emphasis in the New England market. Prior to joining CRDN, she was a business development coordinator for a national, insurance-specific temporary housing provider covering the New England territory.

Additionally, she has served as an officer of the Honorable Order of the Blue Goose International, Bay State Pond, and the New England Marketing Professionals in Insurance.

Dermody graduated Magna Cum Laude from Russell Sage College in Troy, NY. She is based in Boston.

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“We are continuing to expand our regional sales and marketing team with highly qualified individuals who have relevant experience,” said Wayne Wudyka, CRDN’s CEO. “Erin’s capabilities will enable Susan McKeever, another very talented member of our team, to concentrate her efforts on the Southeast and Mid-Atlantic regions of the U.S. With CRDN’s steady growth, we look forward to adding more staff to our regional team to enhance the service we provide to insurance companies.” Wudyka added.

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. CRDN seeks 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 a cost average of only 16 percent of the replacement of goods.

Service Brands International is an umbrella organization for successful franchise brands such as Molly Maid, Mr. Handyman and 1-800-Dryclean.

For information on joining CRDN, drycleaners can call 1-888-DRYCLEAN (1-888-379-2532) or via e-mail: [info@restorationdrycleaning.com](mailto:info@restorationdrycleaning.com). The organization’s Web site is located at [www.restorationdrycleaning.com](http://www.restorationdrycleaning.com).

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