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## **SCHULTZ NAMED VICE PRESIDENT OF COMMUNICATION FOR CERTIFIED RESTORATION DRYCLEANING NETWORK**

ANN ARBOR, MI, March 2, 2005 --- Jeff Schultz has been named Vice President of Communication for the Certified Restoration Drycleaning Network (CRDN), an international organization of highly trained textile restoration specialists serving the insurance industry.

Previously, Schultz served as vice president at Identity Marketing & Public Relations in Bingham Farms, where he handled CRDN's marketing and public relations since the organization's launch in 2001. In his new position, he is responsible for all internal and external communications activities for CRDN, including marketing, public relations, advertising and branding objectives, initiatives, strategy and policies.

"Clearly, one of the key functions for our Network is communications," said Wayne Wudyka, CRDN's Chairman and CEO. "Jeff's depth of experience and skill set, as well as his familiarity with our company, our franchisees and our objectives, made his joining us on staff a natural progression in the building of our executive team," Wudyka added.

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For the past 15 years, Schultz has gained experience in all phases of communications while serving clients and managing account teams at three public relations firms in Metro Detroit. He earned a bachelor's degree in English and Communication from the University of Michigan, Ann Arbor.

Schultz resides in Novi, Mich.

The Certified Restoration Drycleaning Network (CRDN) is an international organization of experienced, highly trained drycleaners who specialize in insurance restoration laundry and drycleaning services for all types of loss. Adept at restoring textiles damaged by fire, smoke, water or exposure to mold and other contaminants, CRDN members offer an effective, efficient and proven solution for insurance professionals seeking to reduce costs and improve margins while closing claims quickly. CRDN currently operates in the United States, United Kingdom and Canada. The organization's Web site is [www.CRDN.com](http://www.CRDN.com), and claims assignment can be made across the U.S. by calling 1-888-DryClean.

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