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## **WILJANEN PROMOTED TO EXECUTIVE VICE PRESIDENT FOR CERTIFIED RESTORATION DRYCLEANING NETWORK**

BERKLEY, MI, January 29, 2009 – Paul Wiljanen has been promoted to the position of Executive Vice President for the Certified Restoration Drycleaning Network (CRDN). The announcement was made by CRDN President Chip Bifano.

Wiljanen joined CRDN in 2001 as Vice President of Franchise Development with responsibility for building CRDN's national footprint. As the CRDN organization grew to encompass 94% of the U.S., Wiljanen's role expanded into working with CRDN franchise owners and sales professionals on sales management and marketing strategies. In his new position, Wiljanen will become even more involved with CRDN's overall sales process.

Wiljanen's breadth of experience, including 40 years in sales and nearly 20 years in franchising, has been instrumental in the development of CRDN from concept to industry leader in only a matter of years. Previously, he served as President and COO of the 1-800-Dryclean franchise system, as well as Executive Vice President for the corporate office of Molly Maid in Ann Arbor, Mich.

“Paul has been an integral part of the CRDN team since its beginning,” said Bifano. “In addition to his thorough knowledge of franchising, Paul’s sales acumen has contributed to the growth and success of many of our business owners and their sales professionals. He truly understands the value of building and maintaining relationships which is so important in today’s business environment. We look forward to Paul’s continued contributions to CRDN and our franchise partners as he increasingly focuses on enhancing the professionalism of our sales program,” Bifano concluded.

Wiljanen resides in Fenton, Mich.

The Certified Restoration Drycleaning Network (CRDN) is an international organization of experienced, highly trained textile restorers 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 1-800-963-CRDN (2736).

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