

1-800-DRYCLEAN FRANCHISE WELL POSITIONED TO EASE CONSUMERS' PAIN AT THE PUMP

Ann Arbor, MI., July 21, 2008 – According to a research survey conducted by The Nielsen Company during the first week of June 2008, “U.S. consumers are taking steps to compensate for rising gas prices.”

“While discretionary spending is likely to be a challenge for most low and middle income shoppers, even affluent consumers are looking for ways to make their dollars go further,” said Todd Hale, Nielsen senior vice president for consumer & shopper insights.

This current pain at the pump may become chronic. Analysts at CIBC World Markets recently predicted that crude prices “could surpass \$200 a barrel in four years on tight supplies, pushing gasoline prices to as high as \$7 a gallon.”

American businesses will adapt and consumers will adjust their buying habits. For companies that provide delivery, their services are even more valuable.

“Our franchise owners are experiencing increased demand for our quality cleaning, and free pick up and delivery service,” said Shannon Toler, 1-800-DryClean president. “We charge the same as if you drive to the drycleaners, so we’re not only saving our customers time, but we’re also saving them dollars on gas.”

About 1-800-DryClean:

1-800-DryClean is an affordable dry-cleaning and laundry pick-up and delivery service franchise, and a member of the Service Brands International family of brands. 1-800-DryClean is ranked number one in its category and a “Top Home-Based Business” among *Entrepreneur* magazine’s Franchise 500®. The company has franchised since 2000, and currently has more than 130 franchise units across the United States.

About The Nielsen Company:

The Nielsen Company is a privately held global information and media company active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. The study results are part of a Nielsen Homescan™ survey from nearly 50,000 U.S. respondents, geographically and demographically representative of the total U.S. population.