

1-800-DryClean Franchise Introduces “Route Runner” Software System

Proprietary software focused on building and maintaining relationships with customers

Ann Arbor, MI, April 29, 2009 - Shannon Toler, president 1-800-DryClean franchise, announced that the leading dry-clean delivery brand has introduced a proprietary software system to enhance customer satisfaction.

“Route Runner is a web-based business management software program that automates service reminders through phone calls and e-mails,” said Toler. “It also helps our franchise owners better organize and track residential and office route efficiency.”

Franchisees can access the software from any computer, which gives them the flexibility and freedom to meet customer needs from any location.

“We’re innovating to ensure that our recession-resistant business model remains so,” said Toler. “We were recently named an AllBusiness AllStar franchise for 2009, and we have plans to expand our *Go Green* initiative this year. We’re thriving even in a down economy.”

About 1-800-DryClean:

The 1-800-DryClean franchise is a quality dry-cleaning and laundry pick-up and delivery service, serving both the residential and office markets. 1-800-DryClean is the world’s largest dry-cleaning delivery service franchise. *Entrepreneur* magazine has ranked the business opportunity number one in its category and a Top Home-Based Business. The company has franchised since 2000, and currently has more than 130 franchise units across the United States. 1-800-DryClean is a member of the Service Brands International family of brands. Customers interested in our office and home free pick up and delivery services need only go to, <http://www.1-800-dryclean.com>, to see videos presenting both options. They can also enter their zip code and find the nearest 1-800-DryClean franchise. 1-800-DryClean, 3948 Ranchero Dr., Ann Arbor, MI 48108. For franchise information, contact: Shannon Toler, president, 1-800-DryClean Franchise at 1-866-822-6115, or visit <http://www.1-800-dryclean.com>.