

1-800-DryClean Franchise launches *We'll Recruit for You*TM Program

Ann Arbor, MI, June 3, 2009 - Shannon Toler, president 1-800-DryClean franchise, announced that the leading dry-clean delivery brand has introduced another program to support franchise owners.

“It’s easy for franchisees to get pulled in different directions and struggle to maintain the high level of customer service that we’re known for,” said Toler. “Our *We'll Recruit for You*TM program relieves the burden owners experience recruiting staff. We know how to do it, and owners can now invest more time building relationships and serving their residential and business customers.”

Through *We'll Recruit for You*TM, support professionals at the home office draft and place recruitment ads, screen applicants, and forward qualified candidates to 1-800-DryClean owners for final interviewing. The program is designed to save franchise owners time and to ensure that they have the opportunity to hire the best employees available.

1-800-DryClean recently introduced “Route Runner, a web-based business management software program that automates service reminders through phone calls and e-mails. Franchisees can access the software from any computer, which gives them the flexibility and freedom to meet customer needs from any location. “It also helps our franchise owners better organize and track residential and office route efficiency,” says Toler.

“We’re innovating to ensure that our recession-resistant business model remains so. 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>.