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Mr. Handyman Named in Top 50 Franchises for Minorities

National Minority Franchising Initiative Recognizes Mr. Handyman as Ideal Business Opportunity

Ann Arbor, MI – In the recent survey published by the National Minority Franchising Initiative, Mr. Handyman, the country's leading full-service home repair and maintenance franchise and the No. 1 employer of handymen worldwide, was named as one of the top 50 franchise opportunities for minority business owners.

The NMF selected the 50 winners from a list of over 300 companies. Each franchisor's Franchise Disclosure Document and marketing packages sent to prospective franchisees were evaluated. Companies were also required to complete a questionnaire which highlighted such topics as minority leadership roles, minority representation within franchise system and minority incentive programs offered.

Final selection was a function of many factors that included historical performance, brand identification, market dynamics, franchisee satisfaction, the level of initial training and on-going support and financial stability, as well as the results of the questionnaire.

"Being recognized by such a prestigious national organization for our dedication to actively recruit and support minorities within our system is truly a great honor," said Mr. Handyman President and CEO Todd Recknagel.

With 75 percent of American homes more than 25 years old, Mr. Handyman is growing to meet the needs of its customers in the \$100 billion home service industry. For the past four years, the company has opened a new franchise every week and plans to reach at least 315 locations by the end of the year through franchise expansion. Currently, Mr. Handyman is seeking franchise owners for available territories across the United States including St. Louis, Atlanta, Miami, Salt Lake City, Phoenix, San Antonio and Kansas City to continually fill the need for professional and reliable handyman services across the country.

This opportunity is ripe, given U.S. Census Bureau data showing that six out of 10 homeowners have home improvement lists and most Americans have an eye on seven or more projects at any given time.

"Mr. Handyman will continue to expand its high quality, value driven brand with qualified individuals," Recknagel added. "We provide our franchisees with the support tools of a proven system that includes initial and ongoing training, ongoing research and development of new practices and effective marketing promotions."

About Mr. Handyman

Mr. Handyman (www.mrhandyman.com) is a network of independently owned and operated franchises with 300 locations nationwide that provides commercial and residential property maintenance and repair services. Founded in March 2000, Mr. Handyman is a member of Service Brands International, a group of service companies that provide a variety of timesaving services ideally suited for today's active consumer. Mr. Handyman was recently recognized as one of America's fastest growing, service-oriented franchise systems and the No. 1 handyman service in *Entrepreneur* magazine. Mr. Handyman enlisted famed handyman TV persona Richard Karn, the former Al Borland from ABC's sitcom 'Home Improvement,' to serve as the national spokesperson and face of the Mr. Handyman brand.