



Coverall Honors 2009 Franchise Owners of the Year

Winners Selected for Outstanding Business Performance and Dedicated Service and Loyalty to Their Customers

BOCA RATON, FL and NEW YORK CITY, NY and SANTA BARBARA, CA and DETROIT, MI and RICHMOND, VA (February 23, 2010) – Coverall Health-Based Cleaning SystemSM, a leading franchisor of commercial cleaning businesses, today announced the winners of its 2009 Franchise Owners of the Year Awards, an annual selection that honors franchise owners in small, medium and large franchise categories for outstanding performance in operating their franchise businesses. This year's awards saw a tie in the medium category, with all winners receiving a \$1,000 check and congratulatory plaque.

Franchise owners that demonstrate outstanding business performance over the course of the year are honored with a Franchise Owner of the Year Award. Many criteria are factored into the judging process, including account retention, length of service, special services sold (YTD), certification training completed, and a variety of other categories. The recipients were nominated by their Support Center's Regional Director, who submitted a nomination with a brief summary highlighting the reasons why these franchise owners should be chosen as one of the Franchise Owners of the Year.

The winners of the 2009 Franchise Owners of the Year Awards are as follows:

- LeNardo Oliver (Small Franchise Category) – Detroit Support Center, Michigan
- Archie L. Ruffin (Medium Franchise Category) – Richmond Support Center, Virginia
- Jay Tadena (Medium Franchise Category) – Carpinteria Support Center, California
- Virgilio Delacruz (Large Franchise Category) – N. New Jersey Support Center, New Jersey

"Coverall is pleased to announce the winners of the 2009 Franchise Owners of the Year Awards, an award program that honors those business owners who represent the best of what the Coverall Health-Based Cleaning System program has to offer. They demonstrated commitment to the highest quality standards and dedication to serving their customers with excellence," said Ted Elliott, president and chief executive officer. "I would like to congratulate this year's winners and wish them continued success."

The following franchise owners were recognized as Honorable Mention winners for the 2009 Franchise Owners of the Year Awards: Joseline Del Rosario, Hawaii Support Center; Ephraim Eischen, Columbus (Ohio) Support Center; Mary Ann Frost, Detroit (Michigan) Support Center; Deborah Hogan, Buffalo (New York) Support Center; Rufus Kermee, N. New Jersey Support Center; Gou Matsumoto, Osaka (Japan) Support Center; Wes Surma, N. New Jersey Support Center and Bozena Trojan, Chicago (Illinois) Support Center. Each Honorable Mention winner received an award certificate and a \$100 check.

About Coverall Health-Based Cleaning SystemSM

Founded in 1985, Coverall Health-Based Cleaning System is one of the world's leading commercial cleaning franchising companies with a worldwide network of more than 90 Support Centers and 9,000 Franchisees currently servicing more than 50,000 customers in over 90 metropolitan areas. Coverall Health-Based Cleaning System is revolutionizing the commercial

cleaning industry with its science-based cleaning processes and procedures designed to reduce cross-contamination and aid infection control. For more information, visit www.coverall.com.

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