



Coverall Sponsors 2010 International Franchise Association Convention Closing Gala

Exhibits Unique Health-Based Cleaning System at 50th Anniversary Celebration

BOCA RATON, FL (February 3, 2010) – Coverall Health-Based Cleaning SystemSM, a leading franchisor of commercial cleaning businesses, today announced that it will sponsor the Closing Gala at the 2010 International Franchise Association (IFA) Annual Convention, a premier industry event and one of the largest gatherings of franchise business professionals.

In addition to the sponsorship, Coverall will exhibit at Booth #430 at the convention, which will take place February 5-8 at the San Antonio Convention Center & Marriott RiverCenter Hotel in San Antonio, TX.

Sponsored by Coverall, the 2010 IFA Convention's Closing Gala will feature gourmet food stations and the Franchise All-Star Band. A final chance to visit with friends and colleagues and do some networking, the gala is a fun-filled evening that begins February 8 at 7:30 PM.

This year marks the 50th Anniversary of the International Franchise Association's inception – as well as 50 years of successful educational and networking-focused conventions. The 2010 convention will provide programming on business issues impacting franchises across the country, as well as plenty of opportunities for franchising professionals to network and speak with other professionals.

"The IFA conference, which we attend annually, is a great chance for us to share our insights on the franchise business while picking up new, cutting-edge insights from businesses like ours," said Kevin Derella, Senior VP for Coverall Health-Based Cleaning System. "Coverall's sponsorship of the Closing Gala is a great opportunity for our branding to reach other businesses."

Concurrent with the IFA Convention's 50th Anniversary, Coverall Health-Based Cleaning System is celebrating its 25th Anniversary. Founded in 1985, Coverall has established itself as one of the world's leading commercial cleaning franchise companies over the past 25 years. For more information about Coverall, please visit www.coverall.com.

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. Franchisees currently service nearly 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. In addition to general accounts, Coverall Health-Based Cleaning System Franchisees also specialize in cleaning healthcare facilities. For more information, visit www.coverall.com.

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