



Coverall Celebrates 25 Years as a Leader in Commercial Cleaning Franchising

BOCA RATON, FL (March 3, 2010) – Coverall Health-Based Cleaning SystemSM, a leading franchisor of commercial cleaning businesses, today announced that it is celebrating its 25th anniversary. Coverall will commemorate its silver anniversary during the company's Annual Convention to be held March 13-19 at the Harbor Beach Marriott in Fort Lauderdale, Florida.

In 1985, Coverall was founded as a three-person office in San Diego, California. Since that time, Coverall has established itself as a leading commercial cleaning franchising company with a worldwide network of more than 9,000 franchisees currently servicing nearly 50,000 customers in more than 90 metropolitan areas.

In 2008, Coverall revolutionized the commercial cleaning industry by introducing its proprietary Coverall Health-Based Cleaning SystemSM program. The Coverall program goes beyond "surface cleaning" utilizing advanced, scientifically validated equipment, products and technologies that capture and remove soil and illness-causing germs while reducing cross-contamination in commercial facilities.

"I am proud to celebrate this landmark achievement in Coverall's history as it represents our commitment to innovation as well as our dedication to bringing the highest quality commercial cleaning program to our franchisees and their customers," said Ted Elliott, president and chief executive officer. "The talent, energy and determination of many individuals throughout the organization preceded this milestone and laid the foundation for our next successful 25 years as a franchisor."

Headquartered in Boca Raton, Florida, Coverall has continued to expand its presence nationally and internationally over the past several years. In the U.S., Coverall Support Centers number more than 80 – in locations from Boston to Chicago to Sacramento to Honolulu. Internationally, the Coverall network today includes 16 International Master and Territory Licenses in Australia, Canada, Chile, Japan, the Dominican Republic, Kuwait and Qatar.

Over the years, Coverall has received many industry awards and honors. Recognition in the Franchise Times "Top 200 Franchise Systems," the American and International Business Awards (The SteviesTM), the National Minority Franchising Initiative's list of "50 Top Franchises for Minorities" and as a "Champion" in the EPA's Safer Detergents Stewardship Initiative (SDSI) have all contributed to Coverall's reputation for excellence.

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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