



Coverall Honored as Finalist in 2010 American Business AwardsSM

Recognized as a Leader in Marketing and Innovation Initiatives

BOCA RATON, FL (May 25, 2010) – Coverall Health-Based Cleaning System, a leading franchisor of commercial cleaning businesses, has been named a finalist in two categories in the 2010 American Business Awards (Stevie[®] Awards). Finalist honors were awarded to Coverall in “Marketing Campaign of the Year (for a Service)” and “Most Innovative Company of the Year (up to 2,500 Employees)” categories.

“Earning finalist status in a recognition program as prestigious as the Stevie Awards serves as a validation for us that Coverall is delivering industry-leading franchise support to our franchisees,” said Ted Elliott, president and CEO of Coverall Health-Based Cleaning System. “It is an honor to be acknowledged with other industry leaders who demonstrate commitment to excellence.”

The finalist honors come on the heels of recent recognition for Coverall’s outstanding franchising programs for military veterans by *Military Times EDGE* magazine and in World Franchising Network’s “50 Top Franchises for Military Veterans.”

More than 2,700 entries from organizations of all sizes and in virtually every industry were submitted for consideration in more than 40 categories, including Most Innovative Company of the Year, Management Team of the Year, Best New Product or Service of the Year, Corporate Social Responsibility Program of the Year, and Corporate Environmental Responsibility Program of the Year.

This year’s Stevie Award winners will be announced during the annual gala on Monday, June 21 at the Marriott Marquis Hotel in New York City. More than six-hundred executives from across the U.S.A. are expected to attend. The event will benefit Oceana (oceana.org), the largest international organization focused on ocean conservation. The ceremonies will be broadcast on radio nationwide by the Business TalkRadio Network.

For more information and to view a full list of finalists, visit www.stevieawards.com/aba.

About The Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.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. For more information, visit www.coverall.com.

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