



FOR IMMEDIATE RELEASE
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The Dwyer Group® teams up with New Movers Advantage

WACO, Texas (April 6, 2007) – Most major home decisions are made prior to move-in day. Pre-movers can now receive service discounts from companies of *The Dwyer Group* through the New Movers Advantage program to save money on home improvements and repairs.

This new program has a network of top performing realtors and mortgage brokers nationwide who distribute advantage kits to pre-movers 60 to 120 days before they move. Inside these kits, pre-movers receive an advantage card that enables them to sign in to the program's Web site to receive coupons, e-mails and newsletters on home products and services.

"Moving is a big project, and we're happy to help alleviate some of the stress and hassle of finding a service provider in a new area," said Mike Bidwell, president of *The Dwyer Group*. "We also realize the expenses involved in moving and want to help homeowners save money by offering them a discount if they need our services."

The following service companies of *The Dwyer Group* offer \$15 coupons to pre-movers:

- Aire Serv® – a heating, ventilation, air conditioning and indoor air quality systems company with more than 100 locations nationwide.
- Glass Doctor® – a complete glass replacement and repair company with more than 400 locations in the United States and Canada.
- Mr. Appliance® – a full-service appliance service and repair company with more than 90 locations worldwide.
- Mr. Electric® – an electrical installation and repair services company with more than 160 locations worldwide.
- Mr. Rooter® – a full-service plumbing and drain cleaning company with approximately 300 franchises worldwide.
- Rainbow International® – a water, smoke and fire restoration and cleaning company with more than 330 locations worldwide.

More than 500,000 pre-movers will receive kits within the program's first year. Coupons will be valid at participating locations only.

Access Development FAQ

What is Access Development?

Access specializes in building password protected member benefit programs for private affinity organizations, such as NEA (National Education Association) state chapters. We build programs that allow the members to gain access to special discounts and coupons.

How do visitors find your site? Search engines? Online advertising? Offline advertising?

The members are directed to their Access member benefit Web site (www.accessdevelopment.com) by the affinity organization to. This way, the organization does all of the advertising for the program. For instance, the 2.2 million US teachers we represent the login/password and information for their Access site is found on the back of their NEA union card. Access has sent out 16 million membership cards with a password for each unique member. Our members are welcomed by name when they log into the site.

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How is Mr. Appliance® participating?

Mr. Appliance® is providing a coupon offer located on the member Web site under the services tab. Clients can search by postal code or city and will be provided a list of offers in their area. In addition, Mr. Appliance® will have logo placement on the national partner's link. We provided Access Development with all the zip codes/postal codes of Mr. Appliance® franchise locations. This means that it is an automatic opt-in for all locations. However, a franchise location can choose not to honor the coupon as it states "Valid at participating locations only."

How does a member redeem the coupon?

A member will click on the Mr. Appliance® offer page on the Access Development website and then print the coupon with the listed instructions:

Terms of Use - Valid at participating locations only. Not valid with any other offer or promotion. Must present printed coupon and membership card to receive discount. Limit one discount per customer.

Instructions - Call toll free for local service (800) 840-7404. Print coupon and present with membership card at time of service.

Why is Mr. Appliance® participating?

There are nearly 1 million unique users logging into the private, Access member benefit Web site each month in total page views. This large number of page views allows us the opportunity to increase brand recognition and entice members to use Mr. Appliance® at no cost to us.

About Mr. Appliance®:

Mr. Appliance® is North America's largest appliance repair franchise system. Established in 1996, its franchises feature full service residential and commercial appliance maintenance and repair. Recognized by Entrepreneur magazine's Franchise 500, Top 101 Home-Based Franchises and ranked Top Home Repair Franchise System, Mr. Appliance® has 130 locations throughout the United States and Canada. Mr. Appliance® is a subsidiary of The Dwyer Group, Inc. For more information, visit www.mrappliance.com.

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