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Mr. Appliance of Central Missouri Receives Certified Service Center Status

CENTRALIA, Mo. (July 31, 2007) – The Mr. Appliance® of Central Missouri was recently awarded Certified Service Center (CSC) status by the Professional Service Association (PSA).

This is the industry's highest honor for an appliance repair center. It's designed to help consumers find quality service businesses and appliance manufacturers to select businesses for warranty repairs.

CSC status is awarded only after an appliance repair facility meets 10 requirements established by the PSA. These include technical skills, adherence to a code of ethics and conduct, managerial acumen, professional appearance and customer service.

Businesses awarded the CSC status must have a storefront or permanent place of business, comply with all business licensing and zoning laws, use industry-approved equipment, have a written customer service program and maintain insurance coverage and a service warranty.

CSC businesses are also required to employ one manager with a service manager certification or an associate business degree and 25 percent of technicians must be certified. CSC certifications are valid for three years.

"This certification puts my business in an elite group of professional service centers," said Ed Besalke, owner of the Mr. Appliance® of Central Missouri. "CSC status really makes a difference to our customers and national appliance manufacturers."

There are currently seven Mr. Appliance® franchises which are CSC certified. No other franchise system has as many CSC locations.

"Ed is deserving of this recognition because he is dedicated, professional and makes customer service his top priority," said Doug Rogers, president of Mr. Appliance Corp. "I hope other Mr. Appliance® franchise owners follow in his footsteps and apply for this certification."

For more information about the PSA and how businesses get a CSC designation, visit www.psaworld.com or www.certifiedservicecenter.org.

About Mr. Appliance Corp.:

Mr. Appliance Corp. 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 Corp. has 131 locations throughout the United States and Canada. Mr. Appliance Corp. is a subsidiary of The Dwyer Group, Inc. For more information, visit www.mrappliance.com.

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