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Florida Mr. Appliance Owner Lobbies for Small Business Health Insurance Improvements

WACO, Texas (Sept. 24, 2008) – Jim Roark, owner of the Mr. Appliance® of Hillsborough County franchise, lobbied for better health insurance at the International Franchise Association's (IFA) Ninth Annual Franchise Appreciation Day on September 16 in Washington D.C.

"Making health insurance more affordable helps our businesses' bottom line, and helps our employees," Roark said. "Right now, they're covered, but they can't afford to cover their families. Reduced rates would give them the capability to protect their family members."

According to the IFA, more than 500 constituents, including franchisees, franchisors and suppliers, came to Washington D.C. to hear from featured lawmakers and to personally discuss small business policy reform with legislators.

Roark, along with several other franchise owners, met with U.S. Rep. Kathy Castor, D-Fla., to discuss reduced health insurance rates. According to the IFA, health insurance premiums have increased by 73 percent since 2000, while wages have increased by only 15 percent in the same amount of time.

"It meant a lot to speak to one of the major decision-makers on several of the bills we wanted to talk about," Roark said. "She seemed to really understand our concerns."

Roark travelled to Washington D.C. with his 9-year-old son, Sam, who is already a military and history buff. The IFA also honored Roark as the *Mr. Appliance* Franchisee of the Year on September 15.

"This trip was a once-in-a-lifetime experience," Roark said. "I haven't had an opportunity like this before, and was glad to be able to share it with my son. It was an experience we'll never forget."

About Mr. Appliance®:

Mr. Appliance is North America's largest appliance repair franchise system. Established in 1996, its franchises provide full-service residential and light commercial appliance repair. *Mr. Appliance* has more than 140 locations throughout the United States and Canada and is consistently ranked among the top home service franchises by Entrepreneur magazine and other industry experts. *Mr. Appliance* is a subsidiary of The Dwyer Group, Inc. For more information, visit www.mrappliance.com.

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