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Mr. Appliance Corp. Hires New Marketing Manager, Franchise Systems Manager

WACO, Texas (March 23, 2007) – Mr. Appliance Corp., North America's largest full-service appliance repair franchise, named Deborah McKenney as its new marketing manager and Michael Noe as its new franchise systems manager.

McKenney has more than 18 years experience in marketing, public relations and event planning. Before coming to Mr. Appliance Corp., McKenney spent 12 years in marketing and public relations in the orthopedic industry.

In her role with Mr. Appliance Corp., McKenney will be responsible for helping franchise owners maximize their marketing effectiveness as well as implementing national marketing campaigns at the corporate level.

McKenney resides in Waco and is a graduate of National University.

Noe joins Mr. Appliance Corp. as its new franchise systems manager. Noe comes to Mr. Appliance Corp. after spending more than a decade in managerial roles for several large corporations.

With Mr. Appliance Corp. Noe will be responsible for assisting franchise owners with day-to-day business operations as well as helping new franchise owners with startup procedures.

About Mr. Appliance®:

Established in 1996, *Mr. Appliance* is North America's largest appliance repair franchise. *Mr. Appliance* franchises feature full service residential and commercial appliance maintenance and repair. Recognized by Entrepreneur magazine's Franchise 500 list, Top 101 Home-Based Franchises and ranked Top Home Repair Franchise, *Mr. Appliance* has more than 100 locations across the United States and Canada. *Mr. Appliance* is a subsidiary of The Dwyer Group®. For more information, visit www.mrappliance.com.

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