

Contact: Sara Faiwell, Fishman Public Relations: (847) 945-1300 or sfaiwell@fishmanpr.com

FOR IMMEDIATE RELEASE

Mr. Handyman CEO Named to International Franchise Association Board

Todd Recknagel Elected to Serve for Largest Organization Representing Franchising

Ann Arbor, MI – October 29, 2010 – Mr. Handyman’s President and CEO Todd Recknagel has been elected to the International Franchise Association Board of Directors, effective Feb. 16, 2011.

Recknagel has been with Mr. Handyman since 2003 and in that time, he’s been responsible for the franchise system’s to 300 locations in the U.S., as well as achieving system sales of nearly \$70 million this year. Mr. Handyman is now the largest employer of handymen in the world.

The company opened 36 new franchises in 2009, with 15 more franchise agreements already signed in 2010.

“Being a part of the IFA Board of Directors is an honor for me and I am excited to work closely with other industry leaders to promote franchising worldwide,” said Recknagel. “This is an important time for franchising, especially in my home state of Michigan.”

The IFA is responsible for promoting the 21 million jobs and \$2.3 trillion of economic activity generated through franchising. IFA includes franchise companies in more than 90 different business format categories, individual franchisees and companies that support the industry in marketing, law and business development

Recknagel joins five other recently elected members to the IFA board, who will assume their positions after the 51st Annual International Franchise Association Convention in Las Vegas.

“These six new board members bring a wealth of experience in the franchising industry to the IFA,” said IFA Chairman Ken Walker, chairman and CEO of Driven Brands. “They

join a top-level Board of Directors that works to develop and implement government relations, public relations and educational programs to protect, enhance and promote franchising.”

Prior to Mr. Handyman, Recknagel founded, owned and operated Lakeshore Blimpie, the largest traditional/multi-unit franchisee of Blimpie International, Inc. from 1994-2003.

With available territories nationwide and a target on growth in Atlanta, Denver, Kansas City, Salt Lake City, Tulsa, San Francisco/San Jose, Mr. Handyman plans to open 30 new franchise locations in 2010. The average cost to open a Mr. Handyman is approximately \$125,000 with a franchise fee of \$19,900.

About Mr. Handyman

Mr. Handyman is part of a network of independently owned and operated franchises with nearly 300 locations nationwide that provides commercial and residential property maintenance and repair services. Founded in March 2000, Mr. Handyman is a member of Service Brands International, a group of service companies that provide a variety of timesaving services ideally suited for today's active consumer. Mr. Handyman is seeking qualified franchise candidates in strategic communities throughout the country.

Entrepreneur magazine has recognized Mr. Handyman as one of America's fastest growing, service-oriented franchise systems and the No. 1 handyman service. For more information, go to www.mrhandymanfranchise.com.

###