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Mr. Rooter Finds Mrs. Rooter *Plumbing Company Names First Female President*

WACO, Texas (Oct. 16, 2006) – The world’s largest all-franchised, full-service plumbing and drain cleaning company goes by the name *Mr. Rooter*, but it will soon have a Mrs. Rooter in charge – Mary Kennedy Thompson becomes president on Oct. 30.

Thompson – a former multi-unit franchisee and current president of national franchisor Cookies by Design – is embracing the challenge of leading a company in a male-dominated industry.

“This is a unique opportunity, and I’m looking forward to applying everything I’ve learned in my career to being president of *Mr. Rooter*,” Thompson said. “I’ve already rolled up my sleeves and I plan to immediately build on the company’s stellar reputation and proven record of success.”

Thompson succeeds Mike Bidwell who will serve full time as chief operating officer of The Dwyer Group®, the parent company of *Mr. Rooter* and five other franchise companies dedicated to the service trades.

“Mary joins *Mr. Rooter* at a fantastic time and is uniquely qualified to lead the company,” Bidwell said. “With double-digit growth in same store sales, strong marketing, exemplary field support programs and huge opportunities for further market penetration, the company is well-positioned for a talented executive like Mary to take it to the next level.”

In 1994, Thompson became a franchisee for Cookies by Design. Before the corporate team recruited her to its home office in 2000, Thompson earned awards for “Top Performer,” “Outstanding Customer Service” and “Masters Award.”

During her tenure at the corporate office, Thompson created the first field support program, developed and taught the first marketing training program and led the largest team in the home office for supply chain management, training and development, field coaching, customer service and product development.

Cookies by Design promoted Thompson to president in 2004, and her initiatives resulted in national alliances with Universal Studios, a new Web site that provided an impressive impact on business and renewed franchisee/franchisor relations.

“Success sparks success,” Thompson said. “I look forward to working with the corporate team to encourage new and trailblazing approaches, continually develop tools and services to ensure the growth and expansion of existing franchisees and nurture new franchisees on their path to entrepreneurial success. Together we will take *Mr. Rooter* to the top!”

Thompson — a wife and mother of two — is also a veteran of the military and a graduate of the University of Texas at Austin.

“This is not only a milestone for *Mr. Rooter* but for the entire plumbing industry,” said Dina Dwyer-Owens, president and CEO of *The Dwyer Group*. “Mary is the ideal president for *Mr. Rooter* because she embodies our target customer, which is a hardworking woman taking care of business, and we are confident about the future of *Mr. Rooter* with a Mrs. Rooter leading the way.”

About Mr. Rooter®:

Established in 1970, *Mr. Rooter* is the largest all-franchised, full-service plumbing and drain cleaning company in the world with approximately 300 franchises worldwide. Recognized by Entrepreneur magazine among its “Franchise 500” and Franchise Times Top 200, *Mr. Rooter* franchisees provide services to both residential and commercial customers. *Mr. Rooter* began franchising in 1974 and is a subsidiary of The Dwyer Group, Inc. For more information or to find the location nearest you, please visit our Web site at www.mrrooter.com.

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