



FOR IMMEDIATE RELEASE

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Go Green with Chemical-Free Drain Product

WACO, Texas (April 18, 2008) – As consumers and businesses think about ways to go green this Earth Day, they should check out an environmentally friendly product that reduces drain backups and odors.

A chemical-free product, *BioChoiceES*® proudly displays the Environmental Protection Agency's Design for the Environment logo in recognition of its positive effect on the environment. Compared to conventional drain cleaners that contain sodium hydroxide, which can release poisonous gases, *BioChoiceES* is a microbial drain cleaner that is naturally occurring and biodegradable.

"*BioChoiceES* is safe, easy to use and works better than traditional drain cleaners," said Mary Kennedy Thompson, president of the Mr. Rooter Corporation. "It also helps *Mr. Rooter* be good stewards of the environment while taking care of our customers' needs."

The Mr. Rooter Corporation asked One Biotechnology, a company that specializes in the production of patented, live microbial cultures, to create an environmentally friendly product *Mr. Rooter* franchises could offer its customers. Exclusive to Mr. Rooter® shops, *BioChoiceES* eliminates costly grease-related problems that cause slow and blocked drains.

After being poured into the drain, the live vegetative cultures immediately begin consuming grease, oil and other organic waste build-up. For businesses, an auto dispensing system automatically meters the correct amount of *BioChoiceES*, keeping main drain lines flowing.

"*BioChoiceES* is a superior professional-strength product that is coupled with the service, support and backing of *Mr. Rooter* franchises and its technicians," said Victoria Finley, a vice president for One Biotechnology. "Consumers can't get that in a retail product."

Unlike some traditional drain openers, *BioChoiceES* is not caustic and does not damage pipes. Contact the local *Mr. Rooter* franchise or go to mrrooter.com for more details.

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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