



FOR IMMEDIATE RELEASE

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Mr. Rooter® Executives Recognized by International Franchise Association

WACO, Texas (Feb. 21, 2008) — The Institute of Certified Franchise Executives recognized *Mr. Rooter* corporate executives Jeff Moody and Larry Ross as Certified Franchise Executives during the International Franchise Association's annual convention in Orlando, Fla.

Moody, vice president of operations for *Mr. Rooter*, and Ross, vice president of franchise relations for *Mr. Rooter*, completed the comprehensive course in franchise management from the institute, which is the academic branch of the IFA's Educational Foundation.

"This challenging and informative program opened my eyes to the dynamics of franchising," said Moody, who joined *Mr. Rooter* in 2004. "I'm excited to apply what I've learned to enhance the relationship of our *Mr. Rooter* franchisees and corporate staff."

Ross, who has been with *Mr. Rooter* since 1995, says he's already seeing the positive results from this program as well. "I've become more effective in assisting franchisees to leverage the success of their franchises toward achieving their dreams," Ross said.

Candidates must complete a rigorous course of study to earn the CFE designation, which includes attending institute-sponsored educational seminars and workshops. The program is designed to enhance franchising professionals' understanding of both the industry's fundamental and complex aspects.

More than 1,000 candidates are enrolled or have received certification. More than 300 IFA-member companies currently have one or more executives enrolled in the program that provides benefits such as specialized knowledge, industry recognition, peer-level networking and professional standing.

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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