



FOR IMMEDIATE RELEASE

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PAVEing the Way for Veterans to Own Businesses

WACO, Texas (May 14, 2008) – To thank transitioning military personnel and current veterans for their service, Mr. Rooter® and The Dwyer Group, Inc., initiated a new program to assist them in building their own businesses.

The Program for Assisting Veteran Entrepreneurship (PAVE) offers veterans and their families an opportunity to put the practical management skills they developed in the military to use in civilian life. PAVE is open to all veterans who have been honorably discharged by a DD214 or similar documentation.

The program offers veterans:

- A 25 percent discount on the purchase of an initial base franchise territory for *Mr. Rooter* or one of the other five franchise concepts of *The Dwyer Group*: *Aire Serv*®, *Glass Doctor*®, *Mr. Appliance*®, *Mr. Electric*® and *Rainbow International*®.
- Individual support from a director of military franchise development to guide the first phase of the franchising process.
- Partial company financing for qualified individuals.
- Future franchise resale opportunities.
- Additional discounts with *The Dwyer Group* preferred vendors.

After the First Gulf War in 1994, Don Dwyer, Sr., started the International Franchise Association (IFA) VetFran program to offer veterans discounts on franchise territory purchases. PAVE builds on VetFran by adding individual coaching through the purchase process, which can be challenging to navigate alone.

“We are excited to build on the program my father created because we see the potential in our military personnel returning from Iraq, Afghanistan and other parts of the world where they have served unselfishly,” said Dina Dwyer-Owens, chairwoman of *The Dwyer Group*. “We are looking for people who want to take charge of their own destiny, want to be in business for themselves and want to capitalize on their military experience. They have worked so hard to protect the American dream, now we want to help them live the American dream.”

Last year more than 20 veterans started their own businesses through the VetFran program at *The Dwyer Group*, and the company expects to exceed that number this year.

For more information about PAVE contact Director of Military Development Chris Loudermilk at 1-800-396-6151 or chris.loudermilk@dwyergroup.com. Learn more about *The Dwyer Group* at www.leadingtheserviceindustry.com.

About The Dwyer Group, Inc.:

Based in Waco, Texas, The Dwyer Group, Inc. is a holding company of six service-based franchise companies – Aire Serv Heating and Air Conditioning®, Glass Doctor®, Mr. Appliance®, Mr. Electric®, Mr. Rooter®, and Rainbow International Restoration and Cleaning®. The franchise network of The Dwyer Group, Inc. consists of more than 1,400 independently owned and operated franchises. Each company provides high-quality residential and light commercial services to customers worldwide. The Dwyer Group, Inc. is a portfolio company of the Riverside Company. For more information, visit www.dwyergroup.com.

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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