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Dina Dwyer-Owens Featured on Cover of *Franchise Update* Magazine

The Dwyer Group detailed in cover story about multi-concept franchisors leading business trend.

WACO, Texas – (June 18, 2008) – Dina Dwyer-Owens, chair and CEO of The Dwyer Group, is featured on the current cover of *Franchise Update* Magazine in an issue championing the trend of multiple concept franchisors bolstering growth across the franchising spectrum. [www.franchiseupdate-digital.com/franchiseupdate/2008iss2/] The Dwyer Group is the parent company over several franchise brands that include Aire Serv, Glass Doctor, Mr. Appliance, Mr. Electric, Mr. Rooter and Rainbow International.

The cover story: “Playing Well Together: Multi-concept franchisors share how they orchestrate success,” underscores a business phenomenon that is defying current economic hardships.

“It’s an honor to be chosen for the magazine’s cover to represent this incredible and powerful trend in franchising,” Dwyer-Owens said. “And I want to share this spotlight with our company presidents and their greater teams across all brands at The Dwyer Group, because they are the reason we serve as an example today. There is a world of opportunity for multiple-concept franchising, and I expect we’ll see even more companies entering this arena in the years ahead.”

Calling The Dwyer Group “one of the industry’s older, more successful multi-brand franchisors, with more than 1,400 units over six brands,” Managing Editor Eddy Goldberg also noted the skill that goes into creating a worldwide presence.

“Adding new brands is complicated enough, but building and growing them successfully, all at the same time, demands a special kind of expertise and a completely different breed from single-unit operators,” the story says.

The Dwyer Group has found that expertise with locations in 13 countries accounting for more than \$96.4 million in gross sales and more than \$800 million in system-wide sales.

Goldberg writes, “Successful multi-brand franchisors have mastered the art not only of building each brand on its own, but also of making them build on each other, creating a whole much greater than the sum of its parts. Multi-brand franchisors interviewed for this story spoke of synergy, leverage, economies of scale, best practices, and more. In addition, the trend toward industry-wide consolidation will continue to drive franchisors to add new concepts to their stable – if only to keep up with the competition in the fight for market share and brand recognition.”

About The Dwyer Group, Inc.®:

The Dwyer Group, Inc., based in Waco, Texas, is a holding company of six franchise businesses, each selling and supporting a different franchise under the following service marks: Aire Serv®, Glass Doctor®, Mr. Appliance®, Mr. Electric®, Mr. Rooter® (Drain Doctor in the UK), and Rainbow International®. Collectively, these independent franchise concepts offer customers world-wide a broad base of residential and commercial services. The Dwyer Group is a portfolio company of The Riverside Company, a private equity firm with offices in New York, Cleveland, Dallas and San Francisco. For more information on The Dwyer Group, or its franchise concepts, visit the company's web site at www.dwyergroup.com.

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