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FOR IMMEDIATE RELEASE

Craig Donaldson Named CEO of Service Brands International

Longtime Franchise Industry Veteran to Oversee All Brands in the SBI Portfolio

Ann Arbor, Mich. – June 20, 2012 – Service Brands International (SBI), the parent company to respected service-based franchises Mr. Handyman, Molly Maid, ProTect Painters, and 1-800-DryClean, has appointed Craig Donaldson to the role of the Chief Executive Officer. David McKinnon, the Co-Founder of SBI, will stay integrally involved with the company, working closely with Donaldson, as Chairman of the Board of Directors.

Donaldson comes to SBI with extensive business management experience and background in the franchise industry. For the last 15 years, he served as President and CEO of various entities with Harris Research, Inc., a franchisor for 4,000 Chem-Dry Carpet and Upholstery Care franchises and over 200 N-Hance Wood Renewal franchises. Focusing on significantly increasing revenue and strengthening marketing programs, technology, and franchise relations, Donaldson was also involved in making Chem-Dry and N-Hance national service providers for The Home Depot. Prior to that, he spent 13 years with Avery Dennison, working his way up from Operations Analyst to Vice President/General Manager.

“I am thrilled to build on the wonderful track record of success at Service Brands International. This company has helped so many franchisees achieve so much success over the years! It is exciting to be part of such a terrific business,” said Donaldson. “We have a great leadership team here at the home office. I consider it a great privilege to work with this team and to help David McKinnon and the other owners move this business to the next level. I have great confidence in the people, the brands, the fabulous franchisee network, and our shared growth prospects.”

Donaldson graduated from Brigham Young University with a Bachelor of Arts in Economics in 1982 and a Masters of Business Administration in 1984. He and his family will relocate from Utah to Ann Arbor.

“Craig and I met seven years ago through the International Franchise Association and I have been chasing him for this role ever since,” said McKinnon. “I am looking forward to tapping into

his knowledge when it comes to building brands and leveraging strategic relationships that will continue to move Service Brands in the right direction.”

For more information on Service Brands International, please visit

<http://www.servicebrands.com>.

About Service Brands International

Founded in 1984, Service Brands International is a privately held, multi-concept franchise system with worldwide headquarters in Ann Arbor, Michigan. Its portfolio of home-service brands includes category leaders Molly Maid, Mr. Handyman, 1-800-DryClean and ProTect Painters. [Molly Maid](#) is the most respected name in the residential cleaning industry. Entrepreneur magazine ranks [Mr. Handyman](#) the #1 handyman service franchise. 1-800-DryClean is Entrepreneur magazine's #1 delivery services franchise and is carving a preferred niche in a booming \$10 billion industry. The newest member of the SBI family, [ProTect Painters](#) is expected to grow to 200 units during the next five years.

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