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Press Release

Jantize® America Enters Orlando Market

Orlando businesswoman purchases area development rights and plans to add 20 unit franchisees in first year

Charlotte, NC, December 14, 2006: Jantize® America, a leading franchisor of commercial cleaning services, continued its national expansion with the sale of the area development rights to the Orlando territory to Orlando businesswoman Gloria Murray. The sale is the first of area developer rights since long-time Jantize® Charlotte general manager, Paul Dorsey, took over management of the company; promising accelerated expansion into major markets and unparalleled corporate support for area developers.

“We are extremely pleased to have Gloria on-board in Orlando,” said Dorsey. “She is a quality businessperson who really gets the message of Jantize® America, the opportunity to create significance for yourself and for others.” Dorsey explained that Murray was brought to his attention by business broker Al Montero of BAI, a strategy that Dorsey hopes to replicate in other markets. “The business broker channel is an important part of our growth strategy. In the past, we have developed prospects primarily through print advertising and word of mouth, with mixed results. Now, we realize what a valuable resource brokers can be, and have developed a marketing package specifically designed to assist them in promoting our opportunity.”

For her part, Murray says the decision to purchase the Orlando area developer rights was an easy one when compared to some of the other opportunities she researched. “The thing I liked best about the Jantize® opportunity was the chance to own a business where I could help others to own their own businesses, as well. I felt like it was an opportunity to sell a lifestyle... to really impact people’s lives.”

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She also felt the business climate in Orlando was particularly ready for the Jantize® concept. “We have so many new office buildings under construction; millions of square feet of class A space. It’s a great time and place to start a commercial cleaning business.” Murray’s background is human resource management, which she believes will give her an advantage in recruiting and supporting quality unit franchisees. Her plans call for 20 new unit franchisees in the first year. “Twenty new franchisees in 12 months is certainly an aggressive goal, but with the corporate support of Jantize® America and my own marketing and sales resources, I think it is a realistic goal.”

About Jantize® America

Jantize® America is more than just another cleaning company. With corporate offices in Charlotte and Greensboro, North Carolina; New England; Las Vegas, Nevada; Tampa, Florida; Detroit, Michigan and Pittsburgh, Pennsylvania, Jantize® America currently has more than 80 Unit and 6 Area Developer/Master Franchises operating in seven states. For 20 years, Jantize® America has serviced the offices, shop floors, retail spaces and restaurants of America, and offered franchisees the opportunity to achieve real significance by owning and operating their own businesses. For additional information about Jantize® America, visit www.jantize.com.

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