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**MAID BRIGADE SALUTES THE TROOPS WITH UNPRECEDENTED VETERANS DISCOUNT**  
*- Nation's Leading Green-Cleaning Franchise Offers Veterans a 45 Percent Discount off Select Markets -*

**ATLANTA, GA (August 9, 2010)** – In an effort to deepen its commitment to US Veterans, Maid Brigade®, the nation's first and leading Green Clean Certified® franchise, announced today it will begin offering qualified Veterans a 45 percent discount off the total investment to own a Select Market Franchise territory. The newly created program extends one of the deepest discounts to Veterans interested in owning a franchise business in the United States. Maid Brigade's Veterans Program will be offered to the first 10 qualified Veterans, and applications can be found on the program's website [www.maidbrigadeforveterans.com](http://www.maidbrigadeforveterans.com).

"Maid Brigade's commitment to Veterans has grown over the past several years and this program is another opportunity for us to honor and show our gratitude to all Veterans for the sacrifices they and their families made for our country," said Bart Puett, president of Maid Brigade. "We welcome additional Veteran entrepreneurs to become part of the industry's leading company in green cleaning."

The 45 percent discount translates into a reduction of \$27,900 and includes waiving the franchise fee (\$14,900), territory fee (\$10,000) and equipment package (\$3,000). The total investment for a Select Market Franchise is \$62,900 and includes an exclusive territory of 10,000 qualified households. The remaining \$35,000 initial investment will be the franchisee's responsibility.

"This new Maid Brigade Veterans Program is offering a great value to Veterans by providing them with a significant discount that goes well beyond the standard 20 percent discount on a company's franchisee fee," said Lonnie Helgerson, chairman of the International Franchise Association's VetFran Committee. "Maid Brigade should be commended for their program as well as their ongoing commitment to veterans."

The Veterans Program is open to all United States military veterans who are no longer on active or on reserve duty. Employees, directors and officers of Maid Brigade, employees, directors and officers of their respective advertising and promotional agencies, as well as family members of any of the foregoing are excluded. Applicants must provide a Certificate of Release of Discharge of Active Duty (Form DD 214). This can be faxed, mailed or scanned and e-mailed to Maid Brigade's corporate headquarters.

This year's program is an extension of the Maid Brigade Veteran's Giveaway in 2009 where they recognized three qualified Veterans.

Headquartered in Atlanta, GA, Maid Brigade is the only national cleaning service to offer Green Clean Certified® service for more than 25 years at its more than 400 Maid Brigade professional housecleaning

locations across the country. Their system uses green solutions that are certified by Green Seal® for a safe, yet thorough cleaning, and their equipment and processes follow many Green Seal cleaning standards.

Maid Brigade's green initiatives offer their franchisees a distinctive advantage over their competitors and a true benefit for their customers. As the industry leader in green cleaning, and on the forefront of the green cleaning movement, it is also committed to creating the healthiest environment for its customers and employees.

Depending on the size of the territory, a Maid Brigade franchise can be fully funded from \$62,900 to \$142,900; therefore, many franchisees are able to start their own business with their existing resources without seeking outside financing. This includes the \$14,900 franchise fee, exclusive territory, initial equipment and working capital.

The Maid Brigade franchise system has been designed to offer protected territory sizes for interested franchisees. With three scalable market sizes, interested franchisees are sure to find a desired territory. Select Markets have 10,000 qualified households and are designed for less populated regions and franchisees with smaller investments. Standard Markets are exclusive territories with 25,000 qualified households, and Major Markets with aggressive growth goals have territories with more than 60,000 qualified households.

"There are several advantages franchisees will find while being part of the Maid Brigade system versus other franchisors," added Puett. "Our recession-resistant cleaning service is a lifestyle business with a Monday through Friday commitment with no nights or weekends. Additionally, our mostly cash business has little inventory, no receivables, an exceptional return on investment and low costs to expand, when compared to other highly scalable businesses."

With unparalleled training and support, franchisees are ensured a quality training experience. From pre-opening to grand opening, Maid Brigade franchisees work side by side with a mentor. This unique Mentor Training Program allows incoming franchisees to be paired up and trained by a successful franchisee through real, day-to-day work experiences. This assists in gaining working knowledge of every process and procedure of a successful operation – from cleaning, personnel management, sales, standard operating procedures, to customer care.

### **About Maid Brigade®**

Headquartered in Atlanta, Maid Brigade is a global residential cleaning service with more than 400 locations in the United States and Canada. Established in 1979, it has grown its market share every year since its inception, with system-wide sales over \$62 million in 2009. Maid Brigade utilizes the Green Clean Certified® cleaning system, the only green house cleaning system that has been scientifically proven to remove three times more dust, dirt and allergens than traditional cleaning protocols. State of the art technology, training and ongoing support also set apart the franchiser, which helped it earn several franchising accolades, including rankings in magazines and awards from Franchise Research Institute, The Franchise Ratings Guide, and many others. For franchise information, visit [www.maidbrigadefranchise.com](http://www.maidbrigadefranchise.com) or call 800-722-6243.