



News from Clockwork Home Services, Inc.

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CLOCKWORK HOME SERVICES AWARDS \$26,000 CHECK FOR WINNING VIDEO

Orlando man celebrates Benjamin Franklin's birthday with cash prize for video promoting Benjamin Franklin Plumbing

ORLANDO, FL, January 23, 2009 – John Hill of Orlando, FL celebrated Benjamin Franklin's birthday on Jan. 17 with a \$26,000 cash prize from Clockwork Home Services. Clockwork executives and franchise owners, along with a Ben Franklin look-alike, delivered the check to Hill, winner of the company's "Win \$26k" competition to support its nationally branded home services franchises.

Hill's winning video, which may be viewed on-line at www.win26k.com, features the company's Benjamin Franklin cartoon character performing a rap tune that promotes the services of Benjamin Franklin Plumbing, one of Clockwork's franchise companies.

"It was exciting to see the convoy of Clockwork's service vehicles roll up to the house on Ben Franklin's birthday," said Hill, a 27-year-old mortgage loan officer who is married and has a four-year-old son. "The \$26,000 means a lot to our family."

"The 'Win \$26k' promotion generated more than 15 million impressions and over 800 entry registrations, exposing consumers nationwide to our home services brands," said Clockwork CEO Jim Abrams. "The video competition helped us spread the word for our franchisees: We are the only on-time, can't-lose proposition offering high quality plumbing, electrical, and heating & air conditioning services to homeowners."



Tab Hunter (left), president of franchise operations for Clockwork Home Services, Inc., awards the \$26,000 prize for Clockwork's "Win \$26k" promotion to John Hill (right). Benjamin Franklin, the namesake of Clockwork's Benjamin Franklin Plumbing brand, is portrayed by John Simpson.

“From our franchisees’ perspective, this national competition raised consumer awareness of our brands to a whole new level,” said Tab Hunter, Clockwork’s president of franchise operations, who delivered the check to Hill. “While others may be reducing their marketing investments in the face of tough economic times, Clockwork believes the timing was ideal to boost consumer awareness of the essential home services we provide.”

The company launched the “Win \$26k” campaign in October 2008 with a full-page advertisement in USA Today. The ad and related web site encouraged consumers to compete for a \$26,000 cash prize by creating short videos promoting Clockwork’s brands: Benjamin Franklin Plumbing, Mister Sparky America’s On-time Electrician, and One Hour Heating & Air Conditioning. Clockwork supports more than 560 franchises and corporate-owned locations across the three brands in the United States and Canada.

About Clockwork Home Services

Clockwork Home Services, Inc. is dedicated to improving the operations, efficiency, customer service and profitability of contractors in the home services industry in North America through affinity group membership and nationally branded franchises. Its companies include Mister Sparky® Franchising, Benjamin Franklin Plumbing® Franchising, One Hour Air Conditioning & Heating® Franchising, BuyMax®, Plumbers’ Success International®, Electricians’ Success International®, AirTime 500™, Roofers’ Success International®, Success Academy®, AirTime Canada™ ULC, SuccessWare, Inc.® and company-owned One Hour® operations in California, Colorado, Florida, Indiana, Minnesota, Nevada, Ohio, Oklahoma, South Carolina, Tennessee and throughout Canada; company-owned Benjamin Franklin Plumbing® operations in California, Colorado, Indiana, Minnesota, Ohio and Tennessee; and company-owned Mister Sparky® operations in Colorado, Georgia and Indiana. In 2008, Clockwork was ranked #933 on *Inc.* magazine’s Inc. 5,000® list of fastest-growing private companies in the United States. For more information, visit www.clockworkhomeservices.com.

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