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**The Dwyer Group Celebrates Veterans Day
As Largest Combined U.S. Participant in VetFran Program**

Company has helped 174 Veterans Own Their Own Business Since 9/11

WACO, Texas – (Nov. 10, 2009) – The Dwyer Group, a holding company for six residential and commercial franchise service brands, will celebrate Veterans Day as the nation’s largest combined participant in the [VetFran Program](#). Established during the Gulf War by the late Don Dwyer, founder of The Dwyer Group, the VetFran Program, which gives veterans a discount towards the purchase of a franchise, has now helped 174 veterans own their own business across The Dwyer Group’s franchise concepts since the company’s reintroduction of the program after 9/11.

“Providing [careers for veterans](#) has been the best way to honor the men and women of our U.S. Armed Forces for the service they have given to our country,” said Dina Dwyer-Owens, CEO and chairwoman of The Dwyer Group. “Veterans bring with them the best training and leadership of any franchisee, and they deserve to have the best opportunities in the business world for the very freedom they protect for our great nation.”

The Dwyer Group’s 174 VetFran franchisees are represented across all of its franchise brands, including: 47 franchisees with Aire Serv, 16 franchisees with Glass Doctor, 30 franchisees with Mr. Appliance, 29 franchisees with Mr. Electric, 30 franchisees with Mr. Rooter and 22 franchisees with Rainbow International.

After originating the program, The Dwyer Group received the endorsement of VetFran from the [International Franchise Association](#), the world’s largest advocacy group for franchising as a business format. Today, the IFA is the official sponsor of VetFran, which now includes nearly 400 franchisors that offer a financial incentive to veterans who wish to own their own business.

Some 1,500 veterans now own a franchise through the VetFran program.

“My father would be very proud of the opportunities that have been created to help people in the military,” Dwyer-Owens added. “Great ideas are meant to be shared, and the VetFran Program has become a shining example of how businesses can make a meaningful and lasting difference in the lives of many.”

Today, The Dwyer Group has expanded its resources to veterans through its Department of Veteran Entrepreneurship and the introduction of its complimentary P.A.V.E. [Program for Assisting Veteran Entrepreneurship] Program. Unique to The Dwyer Group, P.A.V.E. offers educational and financial resources to veterans and transitioning military who want to [buy a franchise](#), providing the tools they need to make informed decisions towards business ownership.

“Our goal is to become the leader in alliance with transitioning military personnel and current veterans to help them achieve their dreams and goals by being in business for themselves, but not by themselves,” Dwyer-Owens said. “Franchise ownership is not about guaranteed success or instant victories. It’s about following a proven system and pursuing your goals. And veterans have the best skills around to choose that for their future.”

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 Portugal), 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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