



News from Clockwork Home Services, Inc.

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CLOCKWORK HOME SERVICES ANNOUNCES WINNER OF \$26,000 CASH PRIZE

Orlando man wins national competition with “rapping Ben Franklin” video promoting Benjamin Franklin Plumbing

SARASOTA, FL, January 12, 2009 – Clockwork Home Services, Inc. selected an animated video produced by John Hill of Orlando, FL as the winner of the company’s “Win \$26k” competition to support its nationally branded home services franchises. The 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. Clockwork executives will award the \$26,000 cash prize to Hill in Orlando on January 17, which is Benjamin Franklin’s birthday.

“John Hill’s rapping Ben Franklin exhibits the creativity and talent we were seeking,” said Clockwork CEO Jim Abrams. “Our ‘Win \$26k’ promotion generated more than 15 million impressions and over 800 entry registrations, allowing us to use the Internet to exponentially expand the reach of our message: We are the only on-time, no-lose proposition offering high quality plumbing, electrical, and heating & air conditioning services to homeowners.” The company is considering how it will use Hill’s video to further promote the Benjamin Franklin brand.

“I’ve always been interested in animation as a hobby,” said Hill, a 27-year-old mortgage loan officer who is married and has a four-year-old son. “The \$26,000 is going to help us out a lot. We’ll be able to pay off all our credit cards and the rest is going in the bank!”

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.

“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. “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.”

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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