



## **MISTER SPARKY, BENJAMIN FRANKLIN, ONE HOUR AIR CONDITIONING & HEATING FRANCHISES MOVE UP ENTREPRENEUR MAGAZINE'S 2011 FRANCHISE 500®**

**SARASOTA, FL** – December 20, 2010 – Clockwork, Inc. today announced that each of its three franchises – One Hour Air Conditioning & Heating, Mister Sparky, Benjamin Franklin - has increased its position on Entrepreneur Magazine's 32<sup>nd</sup> annual "Franchise 500®".

One Hour Air Conditioning & Heating is ranked #117. Benjamin Franklin Plumbing and Mister Sparky ranked #130 and #243 respectively in this prestigious listing. One Hour Air Conditioning & Heating took the #1 spot in the HVAC category for the second year in a row.

"In these difficult economic times, the professional service and excellent value delivered by our franchisees is fitting the bill for American homeowners," said Scott Boose, President, Clockwork Home Services. "The ranking increase by each of our three franchises is a testament to the hard-work and dedication of our franchise owners to deliver exceptional customer service."

Entrepreneur Magazine compiles its list based on companies' financial strength and stability, growth rate and size of the franchise system. Other considerations include the number of years in business and length of time franchising, startup costs, low employee turnover and whether the company provided financing.

"Clockwork's proven business-building systems and processes enable franchisees to dramatically increase their profits and expand their franchises," added Mr. Boose. "Each of our franchises has risen dramatically over the last five years. Benjamin Franklin has moved up 293 positions, One Hour jumped 141 positions while Mister Sparky, which wasn't even on the list four years ago, is now 243."

All franchisors are given the opportunity to supply pertinent information associated with their franchise offering to Entrepreneur Magazine. This data, collected from hundreds of franchisors, is placed with an independent auditor for evaluation, ensuring that no franchisor has the ability to gain an unfair advantage. When the data crunch is completed, the results are published for all potential franchise buyers to evaluate.

### **About Clockwork Home Services**

Sarasota, Florida based, Clockwork, 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.® Clockwork is a wholly-owned subsidiary of Direct Energy and Centrica plc. For more information, visit <http://www.clockworkhomeservices.com>.

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