

FOR IMMEDIATE RELEASE

# Clockwork Brands Reaching Millions via Radio in 2012

## Mister Sparky, Benjamin Franklin Plumbing, One Hour Heating and Air Conditioning Launch Endorsement Deal with Three Popular Radio Personalities

**Sarasota, FL** – Former Secretary of Education, Dr. Bill Bennett, FOX News Channel® contributor Mike Gallagher, and best-selling author Michael Medved will be sharing Mister Sparky®, Benjamin Franklin Plumbing®, and the One Hour Heating and Air Conditioning® mission of on-time service and superior customer care with their millions of devoted listeners in 2012.

The popular personalities, who according to Arbitron have an estimated weekly audience of 2,476,000, have personally endorsed the service companies. Across Salem Radio Network® vast network in the U.S., approximately 71,000 radio mentions of the three brands will run every month. In addition to the hundreds of radio affiliates and websites that stream their programs, Dr. Bennett, Mr. Medved, and Mr. Gallagher will also be sharing exclusive offers and tips through their newsletters, websites and email blasts.

Salem Communications®, the broadcasting network that hosts the three programs during the week and the three brands share a similar vision. “Our entire team is delighted at this new partnership,” President of Salem Radio Network, Greg Anderson said. “One Hour Heating and Air Conditioning, Benjamin Franklin Plumbing and Mister Sparky embody and deliver unparalleled on-time home services that every consumer wants and needs. We are proud of this relationship and look forward to watching them grow to even greater heights in home services.”

Mr. Medved hosts “The Michael Medved Show” weekday afternoons. He is the author of many New York Times® bestsellers, including his most recent, *The 5 Big Lies about American Business*.” Mr. Medved is a member of the USA Today® Board of Contributors and makes frequent appearances on FOX News Channel, CNN®, and MSNBC®.

“The franchisees at Benjamin Franklin Plumbing, One Hour Heating and Air Conditioning and Mister Sparky represent the best in small, community-based, service-oriented business—I know because they helped us in our home and did a great job long before they became a partner,” Medved said. “I’m proud to be able to speak to the public about their down-home, all-American, neighborly model of recovery and growth.”

Dr. Bennett hosts “Bill Bennett’s Morning in America.” Dr. Bennett served as Secretary of Education and Chairman of the National Endowment of the Arts in the 1980s. He is a frequent CNN contributor and the author of 16 books.

“Small, friendly, efficient business, a service you can't outsource, reliable professionals--that's what attracted me to the three companies,” Dr. Bennett said. “We will be using the Clockwork three—Benjamin Franklin Plumbing, Mister Sparky, and One Hour Heating and Air Conditioning—in our home, and I believe that's the best compliment I can give. On-time, reliable service for heating, plumbing, electrical? Now that's a relief and a worry lifted.”

Mr. Gallagher hosts “The Mike Gallagher Show” which is aired mid mornings every weekday across America. He is a full-time FOX News Channel contributor, 2011 recipient of the Hersky Award from *TALKERS Magazine* and a best-selling author.

“I'm always looking for first rate, blue chip partners,” Gallagher said. “I am thrilled to represent these three brands on my show. As a homeowner, I've enjoyed the exceptional service and timely work from Benjamin Franklin Plumbing, One Hour Heating and Air Conditioning and Mister Sparky. Now I have a chance to tell the world how great they are. And I can continue my support of smart entrepreneurs. I am very excited about this partnership!”

The alignment with Salem Communications and three of their top performing hosts is an important piece of Clockwork's (the three brands' parent company) progressive growth strategy in 2012. The campaign will provide millions of impressions on a devoted and loyal audience in the heart of an election cycle.

“We're excited and honored that three of the leaders of the American dialogue have agreed to endorse our brands,” Clockwork's Vice President of Marketing, Chris Buitron said. “Our roughly 600 franchisee- and company-owned locations across the U.S. will benefit from having the genuine support of three men so respected in radio and beyond. This will surely accelerate the already impressive growth our three brands have enjoyed in their relatively short time in the home services marketplace.”

### **About Clockwork Home Services**

Sarasota, Florida based, Clockwork Home Services 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 franchises include Mister Sparky®, Benjamin Franklin Plumbing®, One Hour Air Conditioning & Heating®, and it's affiliates, BuyMax®, Plumbers' Success International®, Electricians' Success International®, AirTime 500™, Roofers' Success International®, Success Academy®, AirTime Canada™, and SuccessWare®. Clockwork Home Services is a wholly-owned subsidiary of Direct Energy® and Centrica plc. For more information, visit [www.clockworkhomeservices.com](http://www.clockworkhomeservices.com).

### **About Salem Communications Corporation**

Salem Communications Corporation is the largest commercial U.S. radio broadcasting company that provides programming targeted at audiences interested in Christian and family-themed radio content, as measured by the number of stations and audience coverage. Upon completion of all announced transactions, the company will own and/or operate a national portfolio of 96 radio

stations in 37 markets, including 59 stations in 22 of the top 25 markets. Salem also programs the Family Talk<sup>™</sup> Christian-themed talk format on SiriusXM Radio, channel 131.

Salem also owns Salem Radio Network, a national radio network that syndicates talk, news and music programming to approximately 2,000 affiliated radio stations and Salem Media Representatives, a national media advertising sales firm with offices across the country. In addition to its radio broadcast business, Salem owns an Internet and a publishing division. Salem Web Network is a provider of online Christian and conservative-themed content and streaming.

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