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### **The Dwyer Group Featured in Franchise Executive Study Guide**

WACO, Texas – (April 11, 2007) – Dina Dwyer-Owens, president of The Dwyer Group, a holding company for six residential and commercial franchise service brands, was recently invited to author a chapter in the study guide for the Institute of Certified Franchise Executives regarding The Dwyer Group Code of Values.

The ICFE is a professional development program designed by franchise executives for franchise executives. The study guide is a tool used during the certification course that is a compilation of 17 chapters that covers subjects that today's franchise executives need to understand. Each chapter is written by recognized experts on the subject. Dwyer-Owens' chapter discusses the impact of The Dwyer Group's Code of Values and explains the importance of establishing values for running a successful business.

"The Code of Values has been such an integral part of the success of The Dwyer Group and our healthy corporate culture, that it would feel selfish not to share the idea with other companies who might benefit from outlining ethical and behavioral standards," said Dwyer-Owens.

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 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](http://www.dwyergroup.com).

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