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**Dina Dwyer-Owens Unveils Second Printing of *Live R.I.C.H.* on [barnesandnoble.com](http://barnesandnoble.com)**

**President and CEO of The Dwyer Group offers perfect stocking stuffer  
with book about Code of Values for business and personal success**

WACO, Texas – (Nov. 16, 2006) – Just in time for the holidays, Dina Dwyer-Owens, president and CEO of The Dwyer Group, has released the second printing of her book *Live R.I.C.H.* on [www.barnesandnoble.com](http://www.barnesandnoble.com). Retitled *Live R.I.C.H.: How to build success in your company and your life with a proven Code of Values*, the book details how her company's unshakeable corporate Code of Values helped it grow almost 400 percent in recent years.

"This is a wonderful milestone for me as a proponent of our company's success and as a person who is passionate about business ethics," said Dwyer-Owens.

*Live R.I.C.H.* centers around the themes of Respect, Integrity, Customer focus and Having fun in the process. In the book, Dwyer-Owens, president and CEO of the company since 1999, details real-life accounts from franchisees, associates, business acquaintances, family and friends that show how the Code of Values has impacted people's lives and businesses at the grassroots level throughout the nation and the world to realize personal and professional goals.

"Our company has experienced dramatic growth over the past 25 years, and *Live R.I.C.H.* has been a great way to communicate the foundation for our achievements," Dwyer-Owens said. A desire to share stories about the company's Code of Values in action was Dwyer-Owens' inspiration for the book.

Live R.I.C.H. is available for \$9.95 at [www.barnesandnoble.com](http://www.barnesandnoble.com).

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About The Dwyer Group:

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® Heating and Air Conditioning, Glass Doctor®, Mr. Appliance®, Mr. Electric®, Mr. Rooter® (Drain Doctor® in the UK), and Rainbow International® Restoration and Cleaning. Collectively, these independent franchise concepts offer customers world-wide a broad base of residential and commercial services. The Dwyer Group also owns Harmon Solutions Group, a third party administrator for the insurance community, and provides services to an associate company, DreamMaker Bath & Kitchen by Worldwide®, a national remodeling franchise. 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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