

**FOR IMMEDIATE RELEASE**

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## **Homeowner Needs and Trends Get Covered In New Publication from The Dwyer Group®**

**WACO, Texas (May 7, 2007)** – Finding well-rounded information about a home can be difficult. Home magazines often focus on only one area, such as a family's health, a home's structural integrity or do-it-yourself projects. That's all changed.

*The Dwyer Group* has created a new magazine, *My Home Life*®, which is designed to help homeowners tackle these projects and challenges. *My Home Life* focuses on a wide range of topics, including indoor air quality, plumbing, appliance repair and maintenance and electrical and lighting solutions. *My Home Life*® was developed for *The Dwyer Group* by Meredith Integrated Marketing, a division of the Meredith Corporation, which provides 360° custom solutions for corporate clients using the company's vast array of print and electronic assets.

"We realize creating a publication to cover informative topics and the latest trends from a variety of household needs is difficult," said Mike Bidwell, president of *The Dwyer Group*. "*My Home Life* will be a great resource that's not only helpful, but enjoyable to read."

*My Home Life* will be available to homeowners four times per year and will feature interactive quizzes, checklists and educational articles from experts in the plumbing, appliance, electrical and heating and air conditioning industries. It's designed to inspire homeowners to feel educated and take action on their home's comfort, safety and entertainment needs.

The following service companies of *The Dwyer Group* are featured in *My Home Life*:

- Aire Serv® – a heating, ventilation, air conditioning and indoor air quality systems company with more than 100 locations nationwide.
- Mr. Appliance® – a full-service appliance service and repair company with more than 110 locations across North America.
- Mr. Electric® – an electrical installation and repair services company with more than 200 locations worldwide.
- Mr. Rooter® – a full-service plumbing and drain cleaning company with approximately 300 franchises worldwide.
- DreamMaker Bath & Kitchen® - an associate company, it's the first and only full-service kitchen and bath remodeling franchise company with more than 100 locations nationwide.

*The Dwyer Group* franchise owners provide the unique magazine to their customers as part of their world-class service. Homeowners can also view past issues and articles from each service company at the *My Home Life* Web site at [www.myhomelifemag.com](http://www.myhomelifemag.com).

"We're very excited to bring the heritage of Meredith's service journalism approach to bear on *The Dwyer Group's My Home Life* magazine," says Matt Petersen, Senior Vice President, Meredith Integrated Marketing. "We know how important it is to educate and inform readers so they are, in turn, inspired to take action. We will deliver a custom publication for *The Dwyer Group* that they and their franchisees can be proud of and that will promote the high-quality image of their company and their concepts."

### **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®, Glass Doctor®, Mr. Appliance®, Mr. Electric®, Mr. Rooter® (Drain Doctor® in the UK) and Rainbow International®. Collectively, these independent franchise concepts offer customers worldwide 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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