

Media Contact: Emily Collins
Fishman Public Relations
T: (847) 945-1300, ext. 243
ecollins@fishmanpr.com

FOR IMMEDIATE RELEASE

Fresh Coat “Paints” Its Way to Record-Setting Growth

Nation’s leading interior painting franchise proves affordable home improvement service companies offer “recession-resistant” business opportunity

CINCINNATI, OH – As most companies are feeling the strain of the recession, Fresh Coat, one of the painting industry’s first and fastest growing professional interior painting franchises with a presence in 72 markets, is experiencing record-setting growth.

Thanks in part to a housing market that has created an increased demand for the home service sector, Fresh Coat experienced a 27.1 percent increase in total system revenue in 2008 over 2007 and sold 29 new franchise units last year. Solidifying their growth, the company was recently ranked #35 in the Fast 55 by *Franchise Times*. Fresh Coat’s sales are skyrocketing associated to the economic slowdown as more homeowners continue to seek affordable ways to freshen up their homes, either to sell or update for their own enjoyment.

“Despite economic hardships, the home services industry is flourishing and Fresh Coat continues to experience outstanding growth,” said Fresh Coat President Ralph Martin. “Most people recognize that painting the rooms of their home is a quick, simple and affordable way to get a significant return on investment for their house. This is an incredibly important factor in today’s economy which has solidified Fresh Coat as a recession-resistant business.”

As the only professional interior painting franchise of its kind, Fresh Coat is on a mission to provide homeowners with experienced, trustworthy, professional painters, impeccable service and a stress-free home improvement experience. Unlike most independent painters, Fresh Coat accepts credit cards, has 24/7 live answering service support for customers, and includes the cost of paint in each quote which offers a guaranteed price (no hidden charges) with a firm paint date. “We’ve pulled out all of the stops to transform the industry,” Martin added.

Fresh Coat also understands today’s evolving desire for home and business owners to be environmentally friendly. Fresh Coat offers top-quality, durable, eco-friendly, interior paints. These low-odor paints are workplace and family-friendly, often allowing businesses and homes to remain open and livable and are comparable in price to other premium-quality paint options.

“Since Fresh Coat specializes in interior painting, our business is not weather dependent, which allows for year-round revenue opportunities. We have also recognized the demand for commercial interior painting and launched our Office and Commercial Painting program in response. This is just one example of how Fresh Coat is continuing to develop and grow to meet the industry’s needs,” added Martin.

About Fresh Coat

Founded in 2004, Fresh Coat is one of the painting industry's first and fastest-growing professional interior painting franchises. Its goal is to provide consumers with a reliable brand for interior painting that has previously been non-existent while they professionalize the industry. Fresh Coat was recently ranked #35 in the Fast 55 by *Franchise Times*. With the introduction of its new Office and Commercial Painting program, Fresh Coat continues to develop and grow to meet the market's needs. Fresh Coat boasts 72 locations across North America. For more franchise opportunity information, visit www.freshcoatpainters.com.

#