

FRESH COAT ROLLS OUT NEW OFFICE & COMMERCIAL INTERIOR PAINTING SERVICE

Building on Success of Residential Focus, Growing Franchise Adds New Revenue Stream

CINCINNATI (August 8, 2008) – After giving “new life” to thousands of U.S. homes, Fresh Coat, one of the painting industry’s first national professional painting franchises with over 60 locations nationwide, announced today that it has launched an Office & Commercial Interior Painting Services program.

Building on its successful residential interior painting services, executives of the multi-unit chain seized the opportunity to expand the Fresh Coat franchise opportunity into the commercial sector. The new office and commercial painting program will provide businesses, schools, hospitals, restaurants and other commercial facilities with a professional image throughout their work environment.

As the only interior painting franchise of its kind, Fresh Coat provides experienced, professional painters, a 24/7 Call Center for quotes, superior customer service, accepts credit cards and offers a guaranteed price (no hidden charges) with a firm paint date. Now, the company plans to apply those same strengths to the commercial side along with a 6-Month Touch-Up Program that helps businesses maintain a professional appearance by scheduling automatic paint touch-ups twice per year.

“Lobbies, hallways and break rooms are susceptible to dirt and scuffs since they’re in high-traffic areas,” said Fresh Coat President Ralph Martin. “Keeping a clean, bright appearance around the office is imperative for maintaining a professional image for clients, customers and guests, so demand for our new service is high. We expect this addition to the Fresh Coat family of services to translate into a very profitable revenue stream for our franchisees.”

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

“More and more, business owners are asking for “green” paint options and want to keep their businesses open while we paint. Our low-odor, eco-friendly paints and flexible scheduling allow us to provide this high level of service to our clients,” said 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 was previously non-existent while it professionalizes the industry. 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 more than 60 locations across North America. For more franchise opportunity information, visit www.freshcoatpainters.com.