



Maid Brigade Launches Certified Residential Green Cleaning Service

Company enlists Green Living expert Annie Bond to promote total cleaning system using Green Seal certified products, as well as equipment and processes meeting Green Seal standards.

ATLANTA – May 14, 2007 – Maid Brigade, a national residential cleaning company, announces the launch of its Green Clean Certified system – the only national housecleaning service using cleaning products certified by Green Seal, Inc., a non-profit organization devoted to environmental standard setting, product certification and public education. Maid Brigade's Green Clean Certified system also uses equipment and processes that conform to Green Seal's cleaning service standards.

According to the United States Environmental Protection Agency (EPA), air inside the home is, on average, two to five times more polluted than the outdoor environment. In extreme cases the air can be 100 times more contaminated, largely because of household cleaners and pesticides. When Maid Brigade learned of these staggering figures, the company felt a huge responsibility to help improve the air quality in customers' homes by changing its cleaning products and systems.

"The decision to offer a green cleaning service was driven by our commitment to our customers and our employees," said Howard Purdy, Maid Brigade's Vice President of Operations. "We performed our due diligence to research the best green products and practices, and incorporate those into our complete green cleaning system."

By eliminating the use of harsh, toxic chemicals that can cause pollution in the home and damage to the environment, Maid Brigade delivers a green cleaning that promotes a healthier home environment and minimizes the impact to the ecosystem.

As of May 2007, more than 50 percent of Maid Brigade franchisees are going through the internal certification process or have completed it. By the end of this year, all Maid Brigade offices will be fully certified.

Green Clean Certified

Maid Brigade is currently the *only* national residential cleaning company committed to green cleaning. In advance of an established government or third party green cleaning standard for the residential cleaning industry, Maid Brigade has developed its own Green Clean Certified system, patterned on Green Seal's standard for the commercial cleaning industry wherever applicable. Green Seal has initiated a product eco-labeling program that sets the standard for environmentally-friendly cleaning solutions and identifies them as such.

In addition to using Green Seal certified cleaning solutions and processes, Maid Brigade's vacuums are certified through the Carpet & Rug Institute's Green Label Program meeting stringent standards for soil removal, dust containment and carpet appearance. Maid Brigade's system also eliminates cross-contamination of surfaces and prevents the transfer of bacteria from room to room. By using microfiber cloths and mops instead of cotton or paper, along with concentrated cleaning solutions, Maid Brigade reduces solid waste, lessening environmental impact.

Each Maid Brigade franchise must complete the company's formal certification process before adopting the company's proprietary Green Clean Certified System. The process includes proper training with the products, processes and equipment and educating all cleaning staff.

"We researched green cleaning and tested our system in several different franchise offices, cleaning hundreds of customer homes for seven months before launching our certification process. Our franchisees are fully behind our decision to provide a green cleaning service," Purdy said. "We all agree that our Green Clean Certified System is better for us, our customers and the environment."

Educating the Public through an Expert

Research conducted by Maid Brigade revealed that nearly 60 percent of more than 2000 survey respondents would use a green cleaning service, citing health and wellness as the primary reason. However, more than 70 percent of participants had the false perception that green cleaning is more expensive and less efficient than using traditional products. To help educate its consumers and the overall public about green cleaning, Maid Brigade has teamed up with nationally acclaimed author and Green Living expert, Annie B. Bond. Bond is considered an authoritative voice on the natural lifestyle and was recently named one of the "Top 20 Environmental Leaders" by *Body & Soul Magazine*.

"Many consumers do not realize what to look for when selecting green products or services and are unaware of the potential toxins in their home," Bond said. "Through my relationship with Maid Brigade, I hope to help more people understand the positive aspects of green cleaning."

Bond will serve as Maid Brigade's spokesperson throughout 2007, conducting interviews and making appearances on the company's behalf. She is also serving as a resource to the company, providing counsel on consumer education materials and consulting with franchisees as they incorporate their Green Clean Certified System in all Maid Brigade offices.

About Maid Brigade

Headquartered in Atlanta, Maid Brigade is a global residential cleaning service with more than 400 franchised service areas operating in the United States, Canada and Ireland. Established in 1979, Maid Brigade remains at the forefront of the residential cleaning industry, commanding a healthy and growing market share every year since its inception. Customers depend on Maid Brigade to consistently exceed their expectations, providing a safe and thorough cleaning, along with superior, guaranteed service. For more information, visit www.maidbrigade.com or call 888-79-GREEN.

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Maid Brigade's Green Cleaning System Certification

Maid Brigade's Green Clean Certified™ system uses cleaning solutions certified by Green Seal, Inc. Its equipment and processes follow many Green Seal standards for cleaning services. In addition, each franchisee must receive certification from Maid Brigade after being trained to use the green cleaning system.

Maid Brigade uses cleaning solutions that are Green Seal Certified.

Green Seal is a non-profit organization devoted to environmental standard setting, product certification and public education. Green Seal offers certification to all products covered by its Standards. Manufacturers may submit their products for evaluation by Green Seal. Those which comply with Green Seal's requirements may be authorized to use the Green Seal Certification Mark on products and in product advertising. Manufacturers authorized to use the Green Seal Certification Mark on their product are subject to an ongoing program of testing, inspection and enforcement. The green cleaning solutions used by Maid Brigade are manufactured by companies, including Betco®, and carry the official Green Seal. In the advance of an established government or third party green cleaning standard for the residential cleaning industry, Maid Brigade has patterned its system on Green Seal's standard for the commercial cleaning industry wherever applicable. For additional information on Green Seal, visit www.greenseal.org.

The vacuums used by Maid Brigade are certified through the Green Label Program.

Maid Brigade uses the ProTeam® Four Level Filtration backpack, canister vacuum cleaner. This vacuum is certified through the Carpet & Rug Institute's Green Label Program for meeting stringent standards for soil removal, dust containment and carpet appearance retention. It also removes 99.9 percent of particles measuring one micron and larger, including dust mites, mold, pet dander and pollen, eliminating many allergens and irritants that may trigger asthma symptoms. Also, ProTeam has partnered with the American Lung Association to increase awareness of the importance of clean indoor air.

Maid Brigade uses allergy-free and anti-bacterial cloths and mops.

Maid Brigade's exclusive Green Clean Certified system uses microfiber cloths that are made from a scientific weave of polyester and polyamide to provide a lint-free, multi-surface cleaning. These allergy-free and anti-bacterial cloths act as millions of scrub brushes to remove germs, grease, lime and other dirt without damaging the surface being cleaned. Because they last longer than cotton cloths or paper products, microfiber cloths are more eco-friendly than their traditional counterparts.

The microfiber technology is also used in Maid Brigade's floor mops. Using the same technology as the cleaning cloths, the microfiber pads ensure a clean surface, removing germs, dirt and grime. The dry mop is used to remove dust and dry dirt, while the wet mop removes scuffs or marks from floors.

Franchisees and employees also undergo a Maid Brigade green certification process.

Before Maid Brigade franchisees can implement the Green Clean Certified system, they must complete extensive training on how to use the solutions, microfiber products and the cleaning process. They must complete three separate training modules on Green Cleaning and then pass tests on this material. Once that is completed, they train their cleaning teams with classroom sessions and practical sessions in customers' homes. The teams must also pass tests and their in-home training cleanings are evaluated by franchise management to ensure proper implementation. Once all parts of the training have been passed, the franchisees receive their Maid Brigade certification and can begin using the Green Clean Certified system.



Green Cleaning At a Glance

Green cleaning refers to the use of products and procedures that reduce health and environmental impacts compared to others used for the same purpose. Green cleaning is about more than just using environmentally-friendly cleaning solutions. It is a total cleaning program that includes green cleaning solutions, equipment and procedures.

Benefits of Green Cleaning

One of the greatest benefits of green cleaning is that it creates a healthier indoor environment for Maid Brigade employees, customers and their families. According to the U.S. Environmental Protection Agency, the air inside a typical home is, on average, 2 to 5 times more polluted than the air outside – and in extreme cases, 100 times more contaminated – largely because of household cleaners.

By eliminating the use of harsh, toxic chemicals that can cause pollution in your home and damage to the environment, green cleaning promotes a healthier home environment and minimizes the impact to the ecosystem.

Green Cleaning and Maid Brigade

Maid Brigade is the *only* national residential cleaning company committed to green cleaning. The company uses “green” solutions that are certified by Green Seal for a safe and thorough cleaning, and the equipment and processes it uses follow many Green Seal standards for cleaning services. Maid Brigade’s vacuums are certified through the Carpet & Rug Institute’s Green Label Program meeting stringent standards for soil removal, dust containment and carpet appearance. Its Green Clean Certified™ system reduces solid waste by utilizing reusable microfiber cloths and concentrated cleaning solutions. The company’s system also eliminates cross-contamination of surfaces and prevents the transfer of bacteria from room to room.

Green Seal Certification

In advance of an established government or third party green cleaning standard for the residential cleaning industry, Maid Brigade has patterned its system on Green Seal’s standard for the commercial cleaning industry (GS-42) wherever applicable. The Green Seal organization has initiated a product eco-labeling program that sets the standard for environmentally-friendly cleaning solutions and identifies them as such. Using internationally recognized methods and procedures, they evaluate cleaning supplies based on the following criteria:

- Cleans common household surfaces effectively
- Contains no carcinogens or toxins
- Contains no skin/eye corrosives
- Contains minimal Volatile Organic Compounds (VOCs) to reduce harmful fumes
- Less likely to cause allergic reactions
- Non-combustible
- Biodegradable
- Contains no aquatic toxins/safe for the water supply
- Contains safe fragrances
- Contains no endocrine disruptors, making them safer for people and pets
- Contains environmentally-safe levels of phosphorus
- Uses reduced packaging to minimize impact on landfills and depletion of natural resources

Find Out More

To find out more about Maid Brigade’s Green Clean Certified™ service, visit www.maidbrigade.com or call 888-79-GREEN. For media inquiries, contact Holly Cline at 212-945-0574 or holly@haystackgroup.com.



About Maid Brigade®

Maid Brigade is a global residential cleaning service with more than 400 cleaning franchise locations operating in the United States, Canada and Ireland. Established in 1979, Maid Brigade has remained at the forefront of the residential cleaning industry, commanding a healthy and growing market share every year since its inception.

In 1985, Maid Brigade relocated its headquarters to Atlanta and began franchising its proven residential cleaning service model. Since then, millions of consumers have chosen Maid Brigade from the field of cleaning companies and have continued to depend on Maid Brigade to consistently exceed their expectations, providing a safe and thorough cleaning, along with superior customer service.

Maid Brigade's unique Customers for Life program aims to increase the life of a customer through superior, guaranteed service and ongoing communications designed to build value and customer loyalty. The demand for residential cleaning continues to rise and the potential customer base continues to expand. Maid Brigade's current customer base includes dual income busy families, empty nesters, retirees and young professionals.

Industry Recognition

- SUCCESS Magazine ranked Maid Brigade 13th for Franchisee Satisfaction among 200 top rated franchising opportunities in 2000.
- Entrepreneur has ranked Maid Brigade in their "Top 500" franchises each year for more than a decade.
- FranNet named Maid Brigade its Franchisor of the Year in 2003 and 2004.

The Decision to Go "Green"

Maid Brigade follows the philosophy that *It's About the Customer. Every Time.* When research from the U.S. Environmental Protection Agency revealed that indoor environments were up to five times more polluted than the outdoor environment a few years ago, the company felt a huge responsibility to help improve the air quality in customers' homes by changing its cleaning products and systems. Maid Brigade began researching the effectiveness of green cleaning solutions and evaluating whether to implement a green cleaning residential system.

Franchise owners, Matt Orem and Russ Biaggne, were the first to use green cleaning solutions for a commercial cleaning project. During this process they determined that unlike years prior, green cleaning solutions were just as effective as their non-green counterparts and were comparable in price. Orem and Biaggne approached Maid Brigade leadership with their findings. The company presented the option of offering residential "green" cleaning to their Franchisee Advisory Council who agreed with the idea. The Council formed a Research and Development Committee to test the green cleaning system, including solutions, microfiber cloths and pads.

After several rounds of testing and in-home trial, Maid Brigade found the green cleaning solutions, products and techniques were highly effective in cleaning and actually more efficient than the system the company was currently using. Maid Brigade employees that cleaned with the system praised it, customers provided positive feedback and Maid Brigade's decision to go "green" system-wide came to fruition.

Each franchisee must complete training and become certified before adopting the Green Clean Certified™ system. By the end of 2007, all Maid Brigade franchisees will use Maid Brigade's proprietary green service in all their customers' homes.



Meet Annie Bond

Nationally acclaimed author and Green Living expert, Annie B. Bond is considered an authoritative voice on the natural lifestyle. In fact, she has recently been named one of the "Top 20 Environmental Leaders" by *Body & Soul Magazine*. Bond teamed up with Maid Brigade to help educate the public about the positive aspects of green cleaning and promote the company's Green Clean Certified™ system.

With an expert eye for hidden pollutants, honed by her own experience with chemical poisoning, Bond is a sensitive and insightful teacher. Devastated by the aftereffects of two chemical poisonings in the 1980s, Bond discovered all the hidden toxins in her home during the healing process.

Her first book, *Clean and Green* (1990) was a bestseller, explaining healthy, non-toxic alternatives to everyday products. Since then Bond has written *The Green Kitchen Handbook* (1996) and *Better Basics for the Home* (1999). Her latest book, *Home Enlightenment* (Rodale 2005), is a comprehensive guide to establishing a naturally healthy home sanctuary.

Bond is lending her expertise to ensure that Maid Brigade's green cleaning processes and procedures follow the best practices available. She is also serving as the spokesperson for Maid Brigade's campaign to promote awareness of what truly constitutes a fully "green" cleaning and explain what consumers should look for when selecting green products and services.

Bond also is the executive producer of the online progressive community network Care2.com's Green Living content where she edits five free newsletters on green living. Her guiding mission is to help people discover the inherent health and harmony that is a byproduct of being surrounded by natural products.



About ProTeam®

In the competitive world of vacuum cleaners, ProTeam is refreshingly different. Before founding ProTeam, Larry Shideler spent more than 25 years in the commercial cleaning industry, where he accumulated extensive first-hand experience with the equipment and methods required for effective cleaning. He applied what he learned to develop the world's finest backpack vacuums known for high performance and productivity. In 1987, ProTeam introduced the first successful backpack vacuum to the commercial marketplace.

ProTeam is recognized as the leader in commercial backpack vacuums. The company's mission is to be the world's premier vacuum cleaner manufacturer through strategic partnerships and continual innovation.

Recent awards and recognition:

- CEO Larry Shideler named Idaho Small Business Person of the Year by the U.S. Small Business Association in 2001
- Shideler inducted into the Cleaning Management Institute's Hall of Fame for industry achievement in 2001
- The Idaho Private 75 Award in 2001 for leading private companies
- The Plant Services MRO Gold Solutions Award in 2001
- The American Culinary Institute Gold and Best of Show Awards in 2000, 2001 and 2002 for the ProVac
- Industry Week's Top 25 Growing Companies in 2000

Benefits:

More productivity. Backpacks are proven by the International Sanitary Supply Association (ISSA) to triple the speed of cleaning versus standard upright vacuums.

Better cleaning. Greater airflow and static lift at the tool head remove more soil from surfaces as demonstrated by extensive lab tests and field studies.

Better filtration. ProTeam trademarked its Four Level® Filtration, supported by a battery of independent studies demonstrating greater fine dust capture than typical machines. This also led to Shideler's trademarking of the term, Cleaning for Health®.

Cleaning for Health®:

ProTeam developed this tagline to re-enforce its underlying mission of developing cleaning products that actually work without sacrificing the health of cleaning workers or the environments in which people work and live. High filtration systems, ergonomic back plate designs and powerful suction motors are incorporated into every vacuum.

ProTeam has also partnered with the American Lung Association for the last several years to increase awareness of the importance of indoor air quality.

For more information, visit www.pro-team.com.



About Betco®

Since 1950, Betco has been an industry leader in supporting facilities maintenance professionals. Over the years, the company has introduced new product lines and pioneered the development of state-of-the-art cleaning equipment. Betco has also led the way in creating innovative programs and services that help maintenance professionals enhance productivity and performance effectiveness.

Betco manufactures more than 300 unique formulations for cleaning, disinfecting, floor care, skin care, industrial applications, and other assorted specialty cleaning and maintenance products. The company also offers a complete line of equipment for every cleaning task from special floor-scrubbing machines to pads.

Betco and Green Cleaning

Betco's Green Earth® program consists of products, procedures and equipment designed to have a reduced health and environmental impact while maintaining superior performance.

The Green Earth® maintenance chemicals consist of thirteen different maintenance products including cleaners, disinfectants, degreasers, floor finish, floor strippers and carpet cleaners. Five Betco products carry the official GREEN SEAL CERTIFICATION: Green Earth® Floor Finish, Green Earth® Floor Stripper, Green Earth® Peroxide Cleaner, Green Earth® Daily Floor Cleaner and Green Earth® Glass Cleaner. Every product was benchmarked for performance against Betco's conventional products to ensure acceptable performance levels. Every Green Earth® chemical meets the following criteria:

- No 2-butoxyethanol
- No alkaline builders
- Diluted concentrates have a pH less than or equal to 10
- Ingredients are non-carcinogenic
- Less than 0.5% total phosphorous
- Non-combustible
- No heavy metals
- Recyclable packaging
- Low skin, eye and respiratory irritation potential

Maid Brigade uses Betco's Green Earth® cleaning solutions as part of its Green Clean Certified™ system, including the Betco Fastdraw dispensing system, which ensures accurate dilution of the cleaning chemicals.