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Mr. Rooter® Hires Franchise Systems Manager and Marketing Specialist

WACO, Texas (Oct. 3, 2007) – The Mr. Rooter Corporation announces the addition of Todd Williams and Lori Johnson to its corporate team.

As a franchise systems manager, Williams works directly with franchise owners, supporting them in all aspects of their business.

“With a background of business ownership and franchising experience, Todd brings a unique skill set to the *Mr. Rooter* team that will benefit our franchisees,” said Mary Kennedy Thompson, president of the Mr. Rooter Corporation.

Before joining *Mr. Rooter*, Williams, a 1988 graduate from the University of Arkansas, served as general manager overseeing U.S. operations for a franchise company. He and his wife also owned and operated a franchise for 18 years.

“*Mr. Rooter* has an established system with proven success,” Williams said. “I look forward to using my experience to support *Mr. Rooter* franchisees, helping them become even more successful.”

The most recent addition to the *Mr. Rooter* team is marketing specialist Lori Johnson. In this role, she works with franchisees and franchise systems managers to create customized local marketing plans and collaborates with the advertising agency on national advertising efforts.

She started with The Dwyer Group®, the parent company of *Mr. Rooter*, in February, handling marketing needs for all six of its subsidiary companies.

“Lori brings strong experience with managing brands,” Thompson said. “When paired with her strong organizational skills, we’re uniquely poised to take our marketing plan to the next level.”

Johnson was vice president of operations for the San Antonio New World Wine & Food Festival before joining *The Dwyer Group*. She graduated from Trinity University in San Antonio, Texas, with a bachelor’s degree in marketing in 2001.

“I am excited to be a member of the *Mr. Rooter* team,” Johnson said. “I look forward to working with the corporate staff and franchisees to plan and execute marketing strategies that will positively impact our business and drive sales.”

Johnson replaced Chris Mellon, who was promoted to marketing manager for *The Dwyer Group*.

About Mr. Rooter®:

Established in 1970, *Mr. Rooter* is the largest all-franchised, full-service plumbing and drain cleaning company in the world with approximately 300 franchises worldwide. Recognized by Entrepreneur magazine among its “Franchise 500” and Franchise Times Top 200, *Mr. Rooter* franchisees provide services to both residential and commercial customers. *Mr. Rooter* began franchising in 1974 and is a subsidiary of The Dwyer Group, Inc. For more information or to find the location nearest you, please visit our Web site at www.mrrooter.com.