

# Dina Dwyer-Owens, CEO of The Dwyer Group, to Appear on "Undercover Boss" Jan. 22

SOURCE The Dwyer Group, Inc.

WACO, Texas, Dec. 5, 2011 /PRNewswire/ -- Dina Dwyer-Owens, Chairwoman and CEO of [The Dwyer Group](#), will appear on CBS's hit reality show "[Undercover Boss](#)," on Sunday, Jan. 22 at 8 p.m. ET/ 7 p.m. CT.

The two-time Emmy nominated "Undercover Boss" kicks off its third season on Jan. 15 and continues the quest to enable some of the world's most successful company leaders to embark on grassroots journeys within their own organizations.

Dwyer-Owens accepted that opportunity, going undercover within The Dwyer Group, a company known the world over for its franchise brands: Aire Serv, Glass Doctor, Mr. Appliance, Mr. Electric, Mr. Rooter, Rainbow International and The Grounds Guys. Across the system's 1,600 franchises is a world of plumbers, electricians, landscapers and more. The franchise family makes some 2 million residential and commercial service calls each year and celebrated its 30th anniversary in 2011.

For Dwyer-Owens, it was a hallmark occasion to fulfill a long-held dream to ride in service vans out in the field. The CEO-turned-service-professional donned company uniforms to see life as a potential trainee whose service brands represent some of the most male-dominated industries.

Dwyer-Owens has championed [The Dwyer Group Code of Values](#) and its themes of Respect, Integrity, Customer Focus and Having Fun in the Process as a foundation for the company's success. The service brands will account for more than \$750 million in annual system-wide sales this year. Now "Undercover Boss" viewers are invited to see her journey to customers' front doors and find out how those values and the corporate culture are being embraced by service professionals on the front line.

## **About The Dwyer Group, Inc.®:**

The Dwyer Group, Inc., based in Waco, Texas, is a holding company of seven franchise businesses, each selling and supporting a different franchise under the following service marks: Aire Serv®, Glass Doctor®, The Grounds Guys™, Mr. Appliance®, Mr. Electric®, Mr. Rooter® (Drain Doctor in the UK and Portugal), and Rainbow International®. Collectively, these independent franchise concepts offer customers world-wide a broad base of residential and commercial services. In addition, Dwyer operates glass shops in New England under the Portland Glass brand name. The Dwyer Group is a portfolio company of TZP Group LLC, a private equity firm based in New York that focuses on control investments in business and consumer services companies with enterprise values generally up to \$200 million. More information on The Dwyer Group, or its franchise concepts, is available at [www.dwyergroup.com](http://www.dwyergroup.com).

Dina Dwyer-Owens and The Dwyer Group are also on Twitter at [@DinaDwyerOwens](#) and [@DwyerGroup](#).

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