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The Grounds Guys and our Strategic Partner The Dwyer Group to Appear on "Undercover Boss" Jan. 22

ORANGEVILLE, Ontario – (Jan. 16, 2011) – 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.

About The Grounds Guys™:

The origin of The Grounds Guys is unique: ten brothers born with green thumbs worked together to grow a landscape management business from the ground up. Founded in Caledon Ontario in 1989, the brothers built the Sunshine brand on quality workmanship and genuine care for their customers. In 2010, Sunshine reached a groundbreaking agreement with The Dwyer Group®. A new company, The Grounds Guys, would be founded and grown within the U.S., taking advantage of the wealth of knowledge Sunshine had gained over the years. Meanwhile, Sunshine would rebrand to The Grounds Guys and continue to expand their reach within Canada. Although separately owned and operated companies, both would learn from the other's experience in a mutually beneficial relationship. Today, The Grounds Guys' fast-growing franchise network has begun to branch out across the U.S. Each location shares the same core values and passion for caring that The Grounds Guys brand is built upon. More information on The Grounds Guys is available at www.GroundsGuys.ca

About Sunshine Brands®:

Sunshine Brands is the parent company to The Grounds Guys and The Sprinkler Guys franchise concepts in Canada. Sunshine Brands is a strategic partner of The Dwyer Group®, who are building the Grounds Guys brand in the USA. With over 25 years of experience building successful businesses in the service industry, our companies are committed to excellence and integrity. We believe that our success is attributed to our people who share our company culture and values. We are passionate about the unique culture that drives our company, the Culture of CARE. We support franchise owners across Canada with an award-winning system*, on-going training and cutting-edge social enterprise technology. We’ve developed a powerful and competitive position in the marketplace and continue to grow with a clear and compelling vision for the future. It’s this vision that inspires every member of the Sunshine Brands family of companies to successfully share the Culture of Care. More information on Sunshine Brands, or its franchise concepts, is available at www.sunshinebrands.ca

• Click to watch a short promo of Undercover Boss: http://youtu.be/PfUz1PtVS-c
• How the Dwyer Group® and Sunshine Brands® got together: http://youtu.be/JwhY8NeeRTY

* CFA (Canadian Franchise Association) Award of Excellence Gold Medal (two years running, 2010 and 2011) for Non-Traditional Franchises, New and Emerging Franchises. Refer to media release at the CFA website.
** http://www.thecultureofcare.com

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