

Lice Squad Canada Continues to Expand

Company Hires Two Industry Experts As Growth Continues

TORONTO, ONTARIO--(Marketwire - Oct. 17, 2011) - Dawn Mucci, Founder and President of Lice Squad Canada (www.licesquad.com) today announced it has expanded its management team to take advantage of the company's recent growth. Tom Norwell and Martha Lawrence join the company as Business Advisor and General Manager effective immediately.

Tom Norwell joins Lice Squad Canada from Cassiopeia International, where as founder, he provided a wide range of consulting services ranging from business evaluations and strategy recommendations including; M&A; acquisition financing; re-structuring and [organic](#) growth. With a background in manufacturing, franchising, service and [retail](#) Tom will be responsible for expanding the company's franchise network nationwide. Tom has excelled in brand and concept development, re-financing, process redesign, strategic evaluation and operational execution.

"I am delighted to join the company at such an exciting time," said Norwell. "Without question, the market for our services is growing, and I look greatly forward to working closely with Dawn and the rest of the company's management to grow our franchise network."

Martha Lawrence joins the company from Premier Homecare Services where as Director of Operations and Marketing, she ensured system-wide compliance of all operational, marketing and accreditation programs. With almost two decades of progressively senior franchise experience, Martha's skill set includes operations, development, research, sales, marketing, [training](#), brand management and compliance – all of which are included in her responsibilities at Lice Squad Canada. As Lice Squad's new Vice President Operations, Martha's proven track record in franchise operations has been demonstrated by her receiving both the CFA Award of Excellence and Accreditation Canada certification in 2010 and CFA Franchisees' Choice Designation 2011.

"Dawn and I have been speaking for some time about me joining the organization," said Lawrence. "Just a few weeks ago, the timing was perfect to come aboard in this newly created position. I am so excited to be a part of the team at Lice Squad Canada and look forward to working alongside Dawn, Tom and the entire management team as the business continues its expansion."

When Dawn Mucci began helping local mothers remove head lice from their kids' infested heads a decade ago, she never dreamed her idea would turn into a full-time career or a successful coast-to-coast franchise system. Today, Lice Squad Canada has grown in leaps and bounds, with franchises nationwide and consultants numbering in their hundreds. The company fields over a thousand calls each month from desperate parents, requiring expertise to remove head lice infestations in their children.

"It's all we can do to keep up with the demand," says Mucci, who anticipates Lice Squad Canada will double its growth in the next few years. "After an in-depth analysis of the business, I concluded that I needed to step away from the day to day operations and begin the process of sourcing executive expertise in the franchising world to maintain and grow my concept and to help the business reach its full potential."

About Lice Squad Canada:

Lice Squad Canada is a company focused on pesticide free head lice removal and [education](#). Its lice removal techniques include the use of proprietary products used as aids to clear away lice infestations. Nit Pickers Secret is used in conjunction with The Louse Trap Comb and The Louse Buster, a [medical](#) device that uses controlled, heated air to dehydrate and kill lice and their eggs. Lice Squad is a country-wide leader in head lice removal and [education](#) with franchise opportunities across Canada. Info: www.licesquad.com.

###