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Consumers' Choice for fire damage restoration – 11 years and counting

ServiceMaster Clean of Ottawa celebrates another great year with the Consumers' Choice Award for fire damage restoration and janitorial services

OTTAWA, Ontario – June 30, 2008 ServiceMaster Clean® of Ottawa has been awarded the 2008 Consumers' Choice Award (CCA), in the categories of fire damage restoration, and janitorial services. Now celebrating its 11th consecutive year as a CCA recipient, ServiceMaster Clean of Ottawa would like to thank its customers and supporters who have made this possible.

The CCA has been an important part of the Canadian business scene since its introduction to Canada 21 years ago. Winners are chosen by various regional consumers through an independent and objective survey conducted by Leger Marketing, one of the world's largest and most respected research firms.

Each year, Leger Marketing interviews 1,350 people in Ottawa to determine the CCA winners. Of those 1,350, 600 are consumers randomly chosen among the general public, 350 are top-ranking managers of SMBs, 200 are general contractors, and 200 are professionals from the automobile sector.

This year's awards were formally presented to the winning recipients on May 4th at the annual CCA Gala, held at the Ottawa Congress Centre.

Notable figures such as the Honourable Stephane Dion, Leader of the Opposition, Premier Dalton McGuinty, as well as former Ottawa mayor Bob Chiarelli, have all attended the CAA gala in years past, to congratulate the recipients. This year, Ottawa mayor Larry O'Brien was present to greet recipients, and thank them for their efforts and dedication to the economic strength of local communities, the province, and North America as a whole.

ServiceMaster Clean of Ottawa has been serving the Ottawa community since 1972, and will uphold the highest standards of the organization, promising to do the job right, or do it over. With more than 4,500 franchises world-wide, the ServiceMaster Family of Brands has been in the fire and damage and restoration business for more than half a century.

"This is a highly competitive market where many of our services have become a commodity," says John Cooke, president, ServiceMaster Clean of Ottawa. "The consumer's choice award not only speaks to one of ServiceMaster's corporate objectives 'to excel with customers,' it also provides ServiceMaster with the sustainable competitive advantage that has fueled our company's ability to gain market share consistently over the past 10 years. We are honored to have been selected for this lofty award and we are dedicated to remaining the Consumers Choice."

ServiceMaster Clean offers a wide-range of services for businesses and homeowners. Specializing in emergency response and disaster restoration services, ServiceMaster also

provides commercial cleaning and janitorial services, safety and accessibility modifications, and residential cleaning.

About ServiceMaster Clean of Ottawa

a trusted vendor of disaster restoration, commercial cleaning, janitorial services, and residential cleaning since 1972, ServiceMaster Clean of Ottawa is a member of the ServiceMaster Family of Brands. With over 4,500 franchises world-wide, ServiceMaster tends to millions of homes and business, and is the helping hand that will restore order in your life, at work and at home.

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