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NEWS RELEASE

Puritan Cleaners is named one of America's Best Cleaners

Richmond, VA, September 27 – Puritan Cleaners of Richmond, Virginia was selected as one of America's Best Cleaners

America's Best Cleaners (ABC) is a national organization that strives to locate and recognize the best dry cleaning establishments in major metropolitan areas throughout the United States. Only 31 dry cleaners were certified in the United States by America's Best Cleaners for 2010. Recognition by ABC additionally certifies Puritan Cleaners under the mantle of the Fashion Care Label of Europe, a worldwide network of certified dry cleaners. The Fashion Care Brand, headquartered in Stuttgart, Germany is the foremost certification of dry cleaners in Europe, Asia and in the US and Canada by virtue of its partnership with America's Best Cleaners.

"We're very excited to be chosen as one of America's Best Cleaners," said Gary Glover, President of Puritan Cleaners. "We do our best to give our customers great quality and friendly service, and being honored like this tells us we're on the right track. It's a real testament to the quality of our staff. Kudos to them, and I thank them for excellent work."

Chris White, Executive Director of America's Best Cleaners, commented, "We heard good things about Puritan before we got to Richmond. When we came to check them out we found that they are outstanding, both in the quality of their product and the level of their customer service. They truly are one of America's best."

Selection is contingent upon adherence to strict criteria. The certification is valid for one year, whereby the cleaners are re-tested annually for compliance with standards, including monthly quality tests and quarterly mystery shopping reports, testing for customer service and quality. ABC has recently expanded into World's Best Cleaners (WBC), which acts as

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both liaison and expert for third party interests, from the high-end garment industry, to NPR Radio, to MR Magazine, and the Wall Street Journal.

“The analogy to the automobile industry is not altogether inappropriate,” added White. “Just as Mercedes recommends that authorized dealerships service their products, the manufacturers of \$2000 to \$3000 suits want to offer their clients the same level of security and convenience when it comes to care and maintenance. As we find great cleaners, we recognize them as someone customers can trust with their most expensive and delicate garments.”

Puritan Cleaners has 13 locations throughout Greater Richmond and also has an extensive home delivery program that covers much of the area. They offer dry cleaning, laundry, and alterations, as well as other related services. They have been very active in the Richmond community, with outreach programs that include Coats For Kids, the 100,000 Meals For Kids Campaign, Great Bears program, Thank You Patriot, and Cinderella Dreams.

For more information on Puritan Cleaners, visit <http://www.puritancleaners.com/index.html>.

You can visit America's Best Cleaners Website at <http://www.americasbestcleaners.com>

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