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Lawn Doctor, Inc.'s Scott Frith Featured in Lawn & Landscapes "Thirty-Five Under 35"

HOLMDEL, N.J., March 9, 2007 — Lawn Doctor, Inc.'s Scott Frith was recently featured in the February 2007 issue of Lawn & Landscape magazine's "Thirty-Five Under 35," a publication recognizing 35 professionals who are molding the green industry's future, all of whom under the age of 35.

Frith, 34, is Lawn Doctor, Inc.'s vice president of marketing and franchise development, whose hard work and dedication has proven to be an asset to the company. Frith has been involved in the green industry for the past 17 years as a leader at Lawn Doctor, Inc. and participates in the International Franchise Association (IFA) and Project EverGreen, among many other prominent organizations.

In this special edition, Lawn & Landscape recognized Frith for his achievements and leadership qualities. In 1990, Frith began working at Lawn Doctor's manufacturing facility in Holmdel, N.J. and worked his way up to a predominant career in marketing and franchise development.

To Frith, a great team is what keeps a company a step ahead of the rest. One of Frith's proudest accomplishments was building a team of talented people who truly care about the success of Lawn Doctor's franchisees. "I get to work with a great group of positive individuals," said Frith. "To have them around is really motivating and creates a better finished product."

Frith, a recent graduate of Fordham University, received his MBA in May of 2006. He was also named a certified franchise executive (CFE) by the IFA in March of 2005. His future aspirations include growing Lawn Doctor to its highest potential, and continuing to be the leader of a strong marketing and franchise development team.

Founded in 1967, Lawn Doctor is the nation's leading Lawn Care, Tree & Shrub Care and Pest Control specialist, offering a valuable franchise opportunity to those interested in acquiring a franchise backed by a strong, accredited and nationally recognized brand. Lawn Doctor offers its franchisees outstanding support, along with a high profit margin, a recurring revenue stream, low overhead, tremendous buying power and the gratifying status of #1 Lawn Care Franchise in the industry.

In order to acquire a Lawn Doctor Franchise, absolutely no experience is necessary. One of Lawn Doctor's many advantages is the PACE Program, a part-time solution that leads to full-time entrepreneurship. Lawn Doctor also offers qualified franchise candidates an opportunity to receive \$4,000 discounts through the IFA's VetFran and MinorityFran programs.

If you would like to learn more about Lawn Doctor and Scott Frith, please contact Sean Gallagher at **1.800.4.LAWN DR** (1.800.452.9637, ext. 229) or via e-mail at seangallagher@lawndoctor.com.

To learn more about Lawn Doctor's franchise opportunity, please don't hesitate to contact Bob Goodyear, franchise development manager, at **1.800.4.LAWN DR** (1.800.452.9637, ext. 238) or via e-mail at robertgoodyear@lawndoctor.com. Please be sure to visit LawnDoctorFranchise.com to become more familiar with Lawn Doctor's valuable franchise opportunity.

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Lawn Doctor is the nation's largest lawn care franchise and has been in business since 1967. Since that time, Lawn Doctor has been beautifying lawns and landscapes across the nation, improving quality of life for both its customers and their lawns. Lawn Doctor has approximately 500 independent franchises in the United States and Puerto Rico, offering Lawn Maintainer Care, Tree & Shrub Care and Pest Control programs to keep lawns and landscapes healthy, green and pest-free all year long.