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Mr. Electric® Announces Tremendous 2009 Growth in Canadian Market

When the concept was launched in 1994, it was an entirely new idea in the service industry: professional electrical service franchises backed up by a corporate structure designed to support and mentor them. Sixteen years later, *Mr. Electric* has grown to over 200 locations worldwide (including the U.S., U.K, Portugal, Australia and Ireland).

In 1997, *Mr. Electric* opened its first Canadian franchise in Ontario. Growth in the last decade has been measured and steady, with a terrific 2009. With the addition of six new franchises, *Mr. Electric* now operates coast-to-coast in Canada, from Newfoundland to British Columbia. In total, *Mr. Electric* operates 27 franchise locations in Canada with plans for future growth across the nation.

"Bringing the *Mr. Electric* customer service philosophy to Canada was a fairly simple task," said Jeff Meyers, president of Mr. Electric. "People want and deserve world class service, regardless of where they live. We are, however, sensitive to the unique cultural differences with our northern neighbors and work diligently with our Canadian franchise owners to ensure they serve their customer base in a personalized manner."

New Canadian franchises added in 2009 are:

Mr. Electric of Southeastern New Brunswick	(franchise owner Marcel Belanger)
Mr. Electric of Regina	(franchise owner Ross Kostron)
Mr. Electric of Sault Ste Marie	(franchise owner Steve Toppan)
Mr. Electric of Winnipeg	(franchise owner Chuck Lewis)
Mr. Electric of Canmore	(franchise owner Mark Legare)
Mr. Electric of Courtenay	(franchise owner Stephen Kuehnel)

"The *Mr. Electric* concept of courteous and professional service is what fuels us," said Ross Kostron, franchise owner of *Mr. Electric* of Regina. "I believe the key to business success lies in more than just doing a job for the customer. I think *building relationships* with my customers, in addition to providing top-notch service, is the secret to success. I also believe this philosophy flows over into and enhances my personal life as I treat others as I would like to be treated. That's the *Mr. Electric* way of doing business and it works well here in Canada."

Mr. Electric offers residential and commercial full service and repair, panel replacement and upgrades as well as security and outdoor lighting, emergency generators, surge protection, solar power, home safety checks and a members-only Advantage Plan™ offering priority scheduling, preferential pricing and a variety of other consumer-friendly perks.

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About Mr. Electric®:
Established in 1994, *Mr. Electric* is a global franchise organization providing electrical installation and repair services. Recognized by *Entrepreneur* magazine among its "Franchise 500," *Mr. Electric* franchisees provide these services to both residential and commercial customers at over 200 locations worldwide. *Mr. Electric* is a subsidiary of The Dwyer Group, Inc. For further information or to find the location nearest you, visit www.mrelectric.com.

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