



NBC'S "THE CELEBRITY APPRENTICE" FEATURES THREE HOME SERVICE BRANDS FOR THE FIRST TIME EVER

May 2nd Episode to Feature Mister Sparky®, Benjamin Franklin Plumbing®, and One Hour Heating & Air Conditioning® Home Service Brands

SARASOTA, FL – April 28, 2010 – Mister Sparky®, Benjamin Franklin Plumbing®, and One Hour Heating & Air Conditioning® have partnered with NBC's The Celebrity Apprentice for the program's ninth season. This joint venture is the first time the hit NBC franchise has integrated home service brands into the show. All three brands will be featured in the same challenge- another unprecedented show first. The episode is set to air on Sunday, May 2nd from 9-11 p.m. ET/PT.

During the episode, teams are tasked with creating a creative radio commercial that highlights the brands' popular message of punctuality and reliability. On the corporate side for the service brands, CEO Jim Abrams and CMO John Young held court with the Trumps. In addition to featuring the iconic duo of Donald Trump and his daughter Ivanka, this episode will bring viewers their first glimpse of younger brother Eric's role as a judge in the heated boardroom.

"My friends at Mister Sparky, Benjamin Franklin Plumbing, and One Hour Heating & Air Conditioning practice what they preach – time is money," said Donald Trump. "Punctuality is a key requirement in business. Be sure to tune in as they make Apprentice history by doing something no other brand has done. Adding to the excitement, my son Eric will make his first-ever appearance in the boardroom."

"We are thrilled to have Mister Sparky, Benjamin Franklin Plumbing and One Hour Heating & Air Conditioning be a part of the ninth season of 'The Celebrity Apprentice,' says Jim Abrams, CEO of Clockwork Home Services. "This has been an unprecedented venture for home service brands, and we are truly impressed with the level of talent and creativity generated from the teams. We are avid fans of the show and can promise a boardroom experience like no other!"

As part of its 360° brand enhancement surrounding the integration, all three companies have activated their hundreds of local franchises on all promotional opportunities, including a "Trump Time is Money" sweepstakes that has incorporated Donald Trump's message of punctuality and timeliness into their 'on time' service guarantee. The "Trump Time Is Money" sweepstakes is live at www.win100grand.com, where participants can enter for a chance to win \$100K and additional prizes.

Celebrity contestants for this latest installment include Met and Yankees star Darryl Strawberry, ex-Illinois Gov. Rod Blagojevich, Sinbad and pop star Cyndi Lauper, Sharon Osbourne ("America's Got Talent") and Bret Michaels ("Rock of Love"), actress Holly Robinson Peete, funny lady Carol Leifer, former wrestlers and actor Bill Goldberg and singer Maria Kanellis, Australian celebrity chef Curtis Stone, Olympians Summer Sanders and Michael Johnson, and model Selita Ebanks.

About Clockwork Home Services, Inc.

Clockwork Home Services, Inc. is dedicated to improving the operations, efficiency, customer service and profitability of contractors in the home services industry in North America through affinity group membership and nationally branded franchises. Its companies include Mister Sparky® Franchising, Benjamin Franklin Plumbing® Franchising, One Hour Heating & Air Conditioning® Franchising, BuyMax®, Plumbers' Success International®, Electricians' Success International®, AirTime 500™, Roofers' Success International®, Success Academy®, AirTime Canada™ ULC, SuccessWare, Inc.® and company-owned One Hour® operations in California, Colorado, Florida, Georgia, Indiana, Minnesota, Nevada, Ohio, Oklahoma, South Carolina, Tennessee and throughout Canada; company-owned Benjamin Franklin Plumbing® operations in Colorado, Indiana, and Minnesota; and company-owned Mister Sparky® operations in Colorado, Georgia, Indiana, Nevada, and Minnesota. For the second consecutive year, in 2009, Clockwork was ranked on *Inc.* magazine's Inc. 5,000® list of fastest-growing private companies in the United States. For more information, visit www.clockworkhomeservices.com.

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