



Dress For Success Cleaners(R) Opens Its First Location With Ralphs in Redondo Beach, CA.

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SANTA ANA, Calif., Jan. 26 /PRNewswire/ -- Dress For Success Cleaners (DFS), which operates hundreds of dry cleaning and laundry locations exclusively in supermarkets nationwide, is pleased to announce that it opened its first instore dry cleaning location with Ralphs Grocery Co., a Division of Kroger, in Redondo Beach, CA. The DFS dry cleaning module was added as part of a remodel and occupies approximately 120 square feet at the customer service counter. DFS also operates dry cleaning locations throughout Southern California in many Vons and Albertson's stores.

Dress For Success Cleaners (DFS) provides supermarkets nationwide with a turnkey, quality and customer-service oriented dry cleaning service. By meeting Supermarket Customer's demand for convenience, DFS provides an enhanced one-stop shopping experience, increased customer loyalty, improved labor productivity at the customer service counter, purely incremental sales and profit, and adds one more competitive edge in a fiercely competitive industry.

About Dress For Success Cleaners

Dress For Success Cleaners was founded in 1991, and is the only national provider of in-store drycleaning services for supermarkets. Based in Santa Ana, California, the company operates hundreds of stores in the United States and also in Australia. Dress For Success Cleaners is "The Supermarket Dry Cleaner(R)"

All registered and unregistered trademarks mentioned in this release are the property of Dress For Success Cleaners.

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