

# Press Release – Dress For Success Cleaners Opens First Location with Dillon Food Stores

FOR IMMEDIATE RELEASE

Contact Bruce C. Stegmaier at (714) 850-6999 ext. 23  
E-Mail: BruceS@DFSCleaners.com

DATE: April 9, 2007

## **Dress For Success Cleaners® opens it's first location with Baker's In Omaha, Nebraska.**

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 Baker's in Omaha, Nebraska. Baker's is a Dillon Stores format, which is a Division of Kroger. The DFS dry cleaning module was added as part of a remodel and occupies approximately 120 square feet at the customer service counter. Baker's shoppers can now enjoy the one-stop shopping convenience of Dress For Success Cleaners' quality dry cleaning and laundry at low, everyday prices. Baker's will benefit from increased shopping visit frequency and customer loyalty.

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®*"

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