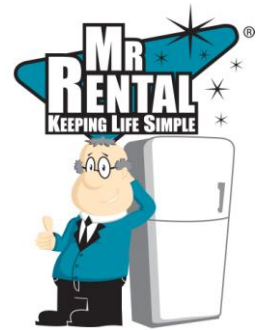


media release

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MR RENTAL SOUTH WEST AIMS FOR AN AWARD HAT-TRICK

Mr Rental South West is aiming for an award hat-trick, after being selected by the Mr Rental National Support Office as a nominee for the Franchise Council Australia (FCA) 2009 Awards.

Literally at the same time franchisee, Mick Caddy, was completing the nomination forms for the FCA Franchisee of the Year, he was notified that his business, Mr Rental South West, won the 2009 South West Small Business Awards Franchisee of the Year *and* Customer Service Award.

Mr Caddy puts his success down to his supportive wife and two sons, who often come in on a Saturday and lend a hand, and an equally supportive local business network.

"All of the WA Mr Rental stores meet monthly for a day to review our businesses and put in place goals and objectives for the future. There are seven Mr Rental stores in WA, so we get a good range of ideas and compare all of our KPI's against each other. This group of business people, together with those in our local Chamber of Commerce, is one of the main reasons we have been so successful," he said.

Providing exceptional customer service every time is something Mr Caddy and his team are passionate about, and is a non-negotiable in the business.

"Our primary success is derived by treating all our customers equally and with honesty and respect. We treat all our customers as though they are our number one client and have fostered a loyalty that has helped us grow our business to where it is today," Mr Caddy said.

According to Mr Rental General Manager, Alan Payne, the South West store was chosen among the network of over 60 as a franchise nominee for the FCA Awards, due to the commitment Mr Caddy and his team has shown to applying the Mr Rental systems, as well as to their own business operations and their local community.

"Mick is usually one of the first to offer to take part in network trials we run, such as the *Keeping Life Simple club* which rewards customers for their loyalty. They are the only non franchisor owned store to participate in the trial," he said.

Mr Payne also commented on Mr Caddy's social responsibility and involvement in the local community, which ranges from his service as a Justice of the Peace, to donations and involvement with the Leukaemia Foundation, Bunbury Young Voices, Make A Wish Foundation, Rotary, Asbestos Diseases Society, and the local Catholic School and Church.

Indeed, the service offered by Mr Rental franchises across Australia has grown in demand among local families, due to a trend of renting rather than buying white goods and appliances, particularly in the current economy.

"Renting is an attractive option for families looking to maximise their cashflow by not having to purchase big ticket items outright, while ensuring they're not denying their family's basic needs," Mr Caddy said."

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