



For immediate release

## **The new year brings new heights for Canadian window cleaning franchise**

### **Men In Kilts announces major expansion into Canadian and U.S. markets**

**January 2012, Vancouver, B.C.-** Men In Kilts, a window and exterior cleaning company, has announced today they'll be opening four more franchises in three months, adding to three franchises currently in operation. Alberta and Oregon are next on the list, with B.C. and Washington already in business.

The company was founded in 2002, with the first Vancouver franchise opening its doors in 2010. Since then, the franchise model has taken off.

"We've been deliberate about our growth," says CEO Tressa Wood. "We needed to test the franchise model before opening up the market. The addition of these latest franchises will make us Canada's largest window and exterior cleaning company. Our goal is to be in every major metro in North America by 2017."

Wood, a franchising expert who helped build companies like 1-800-GOT-JUNK? from \$15 million to over \$130 million in revenue, comments on the Men In Kilts' advantage, "The kilts are fun and they help differentiate us, but we're delivering a professional experience and building a national brand. That's what separates us from the competition; and what generates the buzz and growth we've experienced."

Men In Kilts' commercial and residential services include:

- window cleaning
- gutter cleaning
- pressure washing
- exterior building cleaning
- snow removal services will be available in colder markets later this year

Men In Kilts plans for fast expansion into all major cities across North America, including Toronto, San Francisco, LA, and Denver. The company projects a 300 percent increase in system-wide revenue in 2012.

"We've had a lot of great feedback on our brand. It's unique, cheeky, and stands out; which isn't easy to do these days," laughs Wood.

### **About Men In Kilts**

Men In Kilts was started in 2002 by Nicholas Brand with \$500, a squeegee and a hand-sewn kilt. The first franchise was opened in 2010 in Vancouver, B.C., with Fraser Valley, B.C., and Seattle, Wash., soon to follow. Scheduled to open in the first half of 2012 are Victoria, B.C., Portland, Ore., Edmonton, Alta. and Calgary, Alta..

For more information on Men In Kilts, or to see them in action, please contact Melissa McAfee at [mmcafee@meninkilts.com](mailto:mmcafee@meninkilts.com) or visit [www.meninkilts.com](http://www.meninkilts.com).

*--high resolution images available upon request--*