

Mosquito Shield® Announces Franchise Opportunities

North Attleboro, Massachusetts —December 4, 2012—Mosquito Shield® announced the official formation of the Mosquito Shield Franchise Corporation today, marking the next phase in the company’s strategic plan for national expansion.

Effective immediately, Mosquito Shield will undertake the negotiation and sale of franchise territories in the northeast and mid-Atlantic regions for the 2013 season. During this first phase of franchising, Mosquito Shield will make territories available in the following states: Massachusetts, Connecticut, Rhode Island, New Hampshire, Vermont, Maine, New York, New Jersey, Delaware, and eastern Pennsylvania.

“From the very beginning, we realized that our approach to residential mosquito control addresses an unmet need, in a rapidly growing and highly profitable market,” says President and Founder, David Briggs. He adds, “Every step of the way, we have developed our products, services, and strategies with franchising in mind, and we are excited that Mosquito Shield can now begin discussions with the many entrepreneurs who have contacted us over the past several years to express their interest.”

“Mosquito Shield franchisees will each receive a turnkey business operation,” explains John Adalio, VP of Franchise Development, “with all of the training, tools, and support to enable them to immediately begin growing their successful franchise. From route mapping and service delivery, to customer account management and billing,” he elaborates, “Mosquito Shield supports franchisees with a suite of innovative, custom-developed technologies that none of our competitors can match.”

“Our pilot campaigns in Rhode Island and Middlesex County, MA in 2012 served as our final testing programs prior to the launch of franchising,” says Michael Moorhouse, VP of Operations. “The customer profiling and data analytics that we conducted at the end of the 2012 season,” he continues, “helped us to finalize a targeting and acquisition strategy that will guide our franchise mapping and marketing handbook for every partner that we bring on board. Put simply, Mosquito Shield franchisees will be empowered for success with target-rich territories and marketing strategies that maximize efficiency and profitability.”

“Mosquito Shield has invested more than 10 years of research and development into this franchising strategy,” adds Briggs. “On top of that, we are able to draw on more than 20 years of experience in franchise-based home services. We know exactly what our franchise partners will need to be successful,” he concludes, “and we will never stop testing new methods in our Corporate Branch, to ensure that Mosquito Shield maintains its lead over the competition.”

About Mosquito Shield®

Mosquito Shield is New England’s proven leader in mosquito and tick control, delivering effective solutions, professional service, and guaranteed results to a rapidly growing base of satisfied customers. Mosquito Shield has invested over nine years of research and development in the perfection of its impenetrable Mosquito Protection Barrier™, which turns any treated property into a mosquito-free zone by killing and repelling mosquitoes and other harmful outdoor pests.

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