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**THE HYGIENIC HOME SELECTS DOMUS FOR MARKETING AND PUBLIC RELATIONS EXPERTISE**

*Leading branding agency will handle corporate and local franchise marketing campaign for professional deep-cleaning service in U.S. and Canada*

**PHILADELPHIA (September 20, 2007)** – The Hygienic Home, a professional deep-cleaning service that focuses exclusively on eliminating hidden and harmful contaminants in the home, selected Philadelphia-based Domus to lead its marketing communications for both the corporate brand and local franchisees in the United States and Canada.

Domus will develop and execute a comprehensive marketing campaign that encompasses branding, advertising, public relations, grassroots marketing, promotions and direct mail. The campaign will enhance The Hygienic Home brand to increase sales and support the company's franchise recruitment efforts, as well as be developed into a turn-key communications program for each franchisee to implement on the local level.

Domus, the Latin word from home, was founded on its home furnishing expertise. Domus' chairman is the former Worldwide Director of DuPont's Flooring Systems Division who launched Stainmaster in 52 nations. Domus' home furnishing clients have included brands, such as FSC Wallcoverings, Mohawk Carpets, Mannington Floors, Lutron Electronics and Domco Tarkett. Broadening the agency's expertise, Domus has also created world-class marketing initiatives for global brands, including Oki Data, Fisher Price, CNBC, ConAgra, Harrah's and Comcast.

"We were in need of an agency that understood the home industry and was able to successfully launch a new brand concept," said Jeffrey Krentzman, director of operations for The Hygienic Home. "The Hygienic Home is the first of its kind developed specifically to create a healthier home environment. Domus was able to immediately develop a unique brand identity and create a fully-integrated marketing campaign to meet our objectives."

Corporate Headquarters located at:  
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"We were founded with a wealth of experience in home brands, often engaging homeowners in a new brand, new ideas and fresh thinking," said Betty Tuppeny, CEO/ Founder, Domus. "We understand the importance of focusing on building both the corporate brand at a higher level but also supporting local franchisees in order to successfully execute a marketing communications program."

**About The Hygienic Home**

The Hygienic Home is an environmentally-friendly detailing and deep-cleaning service that safely finds and eliminates harmful and hidden contaminants found in areas of your home. The Hygienic Home uses unique European technologies and only safe, eco-friendly products, to create a healthier home environment. The company's exclusive "Hygienizing" process cleans deeper to eliminate germs, allergens and other contaminants. The Hygienic Home offers an array of professional services including carpets and upholstery, air-ducts and dryer vents, grout and tile, barbeques and ovens, mattresses, refrigerators, counters, flooring, doors and more. The expert service provides spectacular results that cannot be achieved by self-cleaning methods. The company licensed its first franchisee in the United States in December 2005. Franchises are available throughout the United States.

**About Domus, Inc.**

Now in its 14th year, Domus, Inc., is one of the fastest-growing advertising and marketing agencies in the Philadelphia. Domus' singular business model offers clients specialized solutions that drive business growth and increase ROI. Domus' client roster includes well-known brands such as Idearc Media's Dallas-based Verizon Yellow Pages Mid-Atlantic division, Los Angeles-based Dacor luxury appliances, Las Vegas-based Harrah's Entertainment, Inc., Lutron Electronics Co. and Oki Data Americas. Domus is certified as a Pennsylvania Women's Business Enterprise (WBE) and is serving in that capacity on the Pennsylvania State Lottery account, reporting to MARC USA, the Pennsylvania Lottery's Agency of Record. Domus also serves as the pro bono agency for the Pennsylvania Commission for Women. For more information about Domus, Inc., please call 215-772-2800 or visit [www.domus1.com](http://www.domus1.com).

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