

## FOR IMMEDIATE RELEASE

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### **THE HYGIENIC HOME REACHES 600<sup>th</sup> CUSTOMER IN JUST 18 MONTHS**

*Deep cleaning service proves to be a hit with consumers*

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**October 12, 2007** – In April 2006, entrepreneur Jeff Krentzman introduced a new idea in northern New Jersey: a specialized deep cleaning service that could go where conventional cleaning couldn't. Krentzman established his new company, The Hygienic Home, to provide deep cleaning services that root out hidden contaminants in the home without exposing residents or the environment to harsh chemicals.

His high-powered green cleaning service has just passed a significant milestone, signing on its 600<sup>th</sup> customer in just 18 months.

Krentzman, director of operations for The Hygienic Home, said the company's fast growth reflects consumers' growing interest in making their homes and the environment healthier. "More and more consumers are concerned about contaminants in their daily lives and in the environment," says Krentzman. "They're buying organic food, shopping for sustainable products and insisting on healthier environments at work, at school and at home."

The Hygienic Home's unique European technologies and environmentally friendly non-chemical products clean deeper to eliminate hidden germs and contaminants from carpets, upholstery, grout, tile, flooring, air ducts, dryer vents, barbecues, ovens, mattresses, refrigerators, freezers, coolers, counters, windows, doors and more.

Krentzman added, "We're excited by the response we've received. People see that that they can stay healthy and help head off infections, asthma, allergies and other conditions by removing contaminants and allergens that regular cleaning can't touch. One call, and our technicians will deep clean critical areas of the home to create a healthier home environment.

Month-over-month sales are also rising steadily as the company has expanded its services, said Krentzman. "And we're especially pleased to see high rates of repeat business, service contracts and referrals – all of which indicate a high level of customer satisfaction," he said.

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### **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 safe, eco-friendly products to create a healthier home environment. The company's exclusive "Hygienitizing" 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 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.

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