

TOGETHER WE STAND

ServiceMaster Clean Serves Our Nation

*The tragic events of
September 11th
in New York City,
Washington D.C.,
and outside
Pittsburgh have
forever changed
our nation.*

*It is with courage,
pride, and resolve
that we face the long
time of healing ahead.*



STAND WITH US

Join the ServiceMaster Clean Network

SEPTEMBER 11, 2001

Americans stood still, overwhelmed by the sight of the World Trade Center in flames. Images flooded our television screens as, in horrible succession, United Airlines Flight 77 crashed into the Pentagon, Flight 93 crashed in western Pennsylvania, and the twin towers collapsed, covering the south end of Manhattan in a choking cloud of ash. Thousands of lives changed forever, all in a span of less than three hours.

That morning, as our ServiceMaster Clean family joined the rest of the world in prayer and grief, a call from our nation's capital arrived.

THE CALL TO ACTION

When faced with the grim challenge of recovery, the Pentagon entrusted the work to ServiceMaster Clean. Our position as a national leader in the industry, and our reputation for integrity and excellence, uniquely qualified our Disaster Restoration division to restore the headquarters for our national security:

- **Quick Response** - Within hours, fully staffed and supplied ServiceMaster Clean teams were on site.
- **Established Security** - Because ServiceMaster Clean is a network of highly trained and screened restoration experts, no temporary labor was required. In addition, our teams understood the sensitive security issues involved in the restoration of such a vital government facility.
- **Extensive Resources** - Over 300 ServiceMaster Clean professionals worked around the clock for 65 days to provide pre-emergency cleaning of halls and lobby areas spanning over 17 miles of corridors.
- **Experienced Management** - Director of ServiceMaster Recovery Management, Brad Key, was a vital player in organizing and leading the clean-up efforts at the first terrorist bombing of the World Trade Center in 1993. He also performed work at a Patriot Missile Guidance System Research and Development plant in 1991 during Desert Storm. Key and the ServiceMaster Recovery Management team coordinate multi-franchise large loss projects to make the best use of our nationwide resources.

THE PROJECT

Site: The Pentagon, Washington, DC

Pentagon Employees: 23,000+

Government Agencies Housed: Department of Defense and Armed Forces

Building Size: 6.5 million square feet, 5 floors, 17.5 miles of corridor length

Project Duration: 65 days, September 12 - November 16, 2001

ServiceMaster Network Members on Site: 300+

Services: Smoke and soot removal from corridors and spaces in the 4 wedges of the Pentagon not in contact with the plane crash site



*Doug Pound,
Brad Key,
Mike Isakson,
and Jeff Coulter*



*Jerry
Giesinger
and
Brad Key*



THE RESULTS

Working together, our ServiceMaster Clean franchisees achieved incredible results. "With your motivated attitudes, professionalism, cleaning ability and sincerity you made the Pentagon glow," said Darryl Diggs, Assistant Services Program Manager for the Pentagon. "Cleaning the Pentagon is an understatement, what you did was put life back into the building."

JOIN A TEAM OF LEADERS

As a member of the ServiceMaster Clean network of cleaning professionals, you will benefit from our experience, our training methods, our proprietary cleaning processes, our nationwide branding efforts, and our unsurpassed reputation as the cleaning industry leader. The national system support we provide will enable you to take on and participate in large loss projects of this magnitude.

We stand together...and together, we serve America.

Call 800-230-2360 or visit www.ownafranchise.com

**ServiceMASTER
Clean**

*The clean you expect.
The service you deserve.*