



## FOR IMMEDIATE RELEASE

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### Local Entrepreneur Announces New Business Grand Opening

(MT. PLEASANT, MI – SEPTEMBER 25, 2007) Local resident and entrepreneur Aaron Liscomb is excited to announce the upcoming grand opening of Mr. Electric® of Central Michigan.

Liscomb will celebrate this new phase of his professional and personal life with a grand opening 11 AM – 3 PM Friday, October 5, 2007 at the Mt. Pleasant Home Depot (5650 E. Pickard Road).

Those attending the grand opening celebration can expect refreshments and special prize drawings.

“The *Mr. Electric* concept of courteous and professional service intrigued me,” said Liscomb. “I believe the key to business success lies in more than just doing a job for the customer. I think *building relationships* with my customers, in addition to providing top-notch service, is the secret to long-term professional prosperity.”

Liscomb has served the Central Michigan area as the owner of Mid State Electric for the last 15 years. In an effort to diversify his business Liscomb became a part of the *Mr. Electric* family in May 2007.

“I attended a comprehensive *Mr. Electric* training program at the franchise headquarters in Waco, Texas, where I learned to provide superior customer service through an in-depth study of professional management, financial and marketing training,” Liscomb added. “I’m excited to bring this new concept to our area.”

*Mr. Electric* of Central Michigan serves all residents and businesses of Isabella and Mecosta counties including the cities of Mt. Pleasant, Shepherd, Big Rapids and Stanwood.

“Aaron Liscomb and *Mr. Electric* of Central Michigan is a terrific addition of world-class front line service for area residents,” said *Mr. Electric* president Jeff Meyers. “We’re excited to have Aaron on the *Mr. Electric* team and know he will do a great job serving his customers.”

*Mr. Electric* of Central Michigan offers residential and commercial full service repair, replacement and upgrades as well as security and landscape lighting, ceiling fan installation, high-tech troubleshooting, home safety checkups and a members-only Advantage Plan™ offering priority scheduling, preferential pricing and a variety of other consumer-friendly perks.

*Mr. Electric* of Central Michigan can be reached at (989) 773-5063 or mrelectric.com.

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#### About Mr. Electric®:

Established in 1994, *Mr. Electric* is a global franchise organization providing electrical installation and repair services. Recognized by *Entrepreneur* magazine among its “Franchise 500,” *Mr. Electric* franchisees provide these services to both residential and commercial customers at over 200 locations worldwide. *Mr. Electric* is a subsidiary of The Dwyer Group, Inc. For further information or to find the location nearest you, visit [www.mrelectric.com](http://www.mrelectric.com).