

FOR IMMEDIATE RELEASE:

Restoration Firm Launches Website Aimed at Educating Consumers on Professional Damage Restoration

LAPEER, MI, December 28, 2004 – Aladdin’s Carpet Cleaning, Inc. & Aladdin’s Restorative Drying, Inc. announced today that is has launched a new corporate website at www.CallAladdins.com. The new site has a central focus on educating the public on properly restoring damage caused by water, fire, and smoke. The information available will help consumers understand the newest and most effective techniques to restore damage, what to look for when hiring a professional restoration firm, and understand their rights during an insurance claim.

“We want to become known as an educational partner in the restoration industry to consumers and the insurance industry alike,” stated Tim Jankowski, President of Aladdin’s Restorative Drying. “That’s one of the reasons we’re excited to launch this new website. There is a lot of valuable information readily available.” Jankowski has been in the restoration business for eight years and has achieved the highest level of certification as a Master Restorer for water, fire and smoke damage, certified by the Institute of Inspection, Cleaning, and Restoration Certification or IICRC (www.iicrc.org).

The site, which contains just over a hundred pages, covers topical information on each of the three major areas of residential restoration: water, fire, and smoke. Each area of restoration is explained in detail including common forms of damage, safety information, and typical approaches to proper restoration. “This information is especially important during this time of the year.” Jankowski stated. “From the first deep freeze until mid spring is when a majority of water damage occurs.” The week before the Christmas holiday, Aladdin’s technicians were busy drying 23 homes and 3 businesses stretching across 4 counties.

Aladdin’s has recently made a great stride closer to reaching their goal of becoming a trusted advisor in the insurance community. Two companies, Citizens Insurance and State Farm Insurance, recently took up an offer made by Aladdin’s Restorative Drying to train insurance adjusters in the science behind water damage restoration. Both companies sent enough adjusters in August to each fill their own class. In early December Citizens sent another six new adjusters to spend a day at Aladdin’s with Jankowski as part of their initial training.

About Aladdin’s Restorative Drying

Aladdin’s Restorative Drying is Lapeer County’s largest certified restoration firm, offering large scale water loss mitigation service state-wide in Michigan. Aladdin’s holds sixteen certifications from the IICRC, an independent certifying agency, including the highest certification available, Master Restorer. Employees attend nationally recognized training programs including the Vortex Drying System School in Tennessee. Specialty services include thermal-imaging, desiccant dehumidification, drying structural components, hardwood floors and contents. Aladdin’s is also a Charter Member of IMACC, the Independent Mitigation And Cleaning Conservation Network.

CONTACT INFORMATION:

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<http://www.CallAladdins.com>

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