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Local Entrepreneur Announces New Business Grand Opening

(SOUTHPORT, NC – APRIL 21, 2008) Local resident and entrepreneur Jay Astoske is excited to announce the upcoming grand opening of Mr. Electric® of Brunswick & New Hanover Counties.

Astoske will celebrate this new phase of his professional and personal life with a grand opening 11 AM May 1, 2008 at his office (808 N. Howe St. in Southport).

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 Astoske. “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.”

“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,” Astoske added. “I’m excited to bring this new concept to our area.”

Mr. Electric of Brunswick & New Hanover Counties serves all residents and businesses of Brunswick & New Hanover Counties including the cities of Leland, Southport, Wilmington, Castle Hayne, Shallotte, Supply, Oak Island, Calabash, Ocean Isle Beach, Carolina Beach, Wrightsville Beach and Kure Beach.

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

Mr. Electric of Brunswick & New Hanover Counties 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 Brunswick & New Hanover Counties can be reached at (910) 457-6045 (Southport), (910) 791-2295 (Wilmington), (910) 754-6043 (Shallotte) 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.