

## NEWS RELEASE



### Carriage House Auto Spa – Expansion

LOVELAND, OHIO – January 26, 2009 – When a group of local, young professionals envisioned a unique auto care business founded on the principle that classic, old world-style, and friendly service should be combined with premium, state-of-the-art technology – Carriage House Auto Spa was born. In 2006, after assembling a group of investors, including business professionals, Fortune 500 executives, and entrepreneurs, the founders opened their first location in Loveland, Ohio.

Carriage House Auto Spa has recently expanded its first site located at 6413 Branch Hill Guinea Pike, Loveland, Ohio 45140. The company added a new Soft Sponge Wash bay, due to high customer demand. This wash option, Carriage House Auto Spa’s premier service offering, is a specialized and patented car wash system officially approved for use by BMW and Mercedes Benz. “We celebrated our second anniversary at this location a few months ago, and our growth has been tremendous,” says Dave Fissel, co-founder. “The addition of this new Soft Sponge Wash bay is a testament to its popularity and to the incredible job it does.”

Carriage House Auto Spa has also expanded its marketing efforts in the local community through a coffee and car wash promotion with its neighbor, Heaven’s Roast, and a gas and car wash co-marketing partnership with the newly opened Kroger Fuel Center across the street. “We are very much a local business committed to giving back to the community, and to providing value to our customers,” explains Dave Fissel. “These marketing partnerships speak to the heart of that philosophy.” Indeed, Carriage House Auto Spa has become engaged in the Loveland community through its use of innovative programs and events in order to raise funds for local causes, such as the Loveland Parent Teacher’s Association, McCormick Elementary School, and various youth athletic programs.

#### About Carriage House Auto Spa

Carriage House Auto Spa is a full-service car wash and café company based in Cincinnati, Ohio. With locations in Ohio and Kentucky, Carriage House Auto Spa is bringing a new approach to the car wash business by combining classic customer service and a focus on community relationships with leading edge technology and innovative retailing concepts. Carriage House Auto Spa features a specialized car wash system in all of its locations, which is the only one of its kind officially approved for use by BMW and Mercedes Benz.

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