



NEWS RELEASE—FOR IMMEDIATE DISTRIBUTION

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Mendel Television Commercials turn Tri-City Residents into Local Celebrities

St. Charles, Illinois (August, 2006) – Illinois may already be the birth state of famous actors like Bill Murray, John Belushi and Robin Williams, but now Mendel Plumbing & Heating, Inc. is giving local homeowners their chance at starring in a TV commercial.

Since Mendel first opened its doors in St. Charles decades ago, the company has prided itself on providing an unparalleled level of service and personal care, a commitment that has earned Mendel a reputation as one of the most trusted names in the Fox Valley area. In fact, when a recent survey polled residents of Batavia, St. Charles and Geneva, 56% of those randomly called said they would confidently recommend Mendel, and an unbelievable 41% were already happy Mendel customers.

After tallying the remarkable survey results, it wasn't long before Mendel's marketing firm, The Pepper Group, had developed a fitting theme for their 2006-2007 advertising campaign—"Ask Your Neighbor." Since the campaign is centered around the widespread trust that area residents and business owners have in Mendel, it was a natural fit for the television commercials to feature real commentary from locals.

"We feel at this point, the best way to promote our company is to let others do the talking for us," says company owner Michael Mendel. "Our goal has always been to leave every customer 100% satisfied, and we feel extremely grateful that our customers recognize that and are willing to tell their friends and neighbors about us."

To ensure that all comments made were truly off-the cuff, questions were asked primarily to unsuspecting passerbys on the streets of Batavia, St. Charles and Geneva as they went about their daily activities. In the first commercial, residents touch on Mendel's reputation, their quality service and those famous blue trucks (which, yes, they really do wash every day!)

The first Mendel TV commercial, which features 4 local residents, began airing on Comcast on August 7. Don't think your shot at it is over though! At least two more ads are slated for production in the coming months, and you can look for the Mendel TV crew at the Festival of the Vine on Friday, September 8 and the 21st Annual St. Charles Scarecrow Festival on Friday, October 6.

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