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DreamMaker Bath & Kitchen Launches Redesigned Web Site

Remodeling Franchisor Gives Online “Facelift” to Make Remodeling Dreams Come True

WACO, Texas (Sept. 9, 2005) – DreamMaker Bath & Kitchen by Worldwide®, the nation’s premiere remodeling franchise, has launched its redesigned web site at www.DreamMaker-Remodel.com, Doug Dwyer, president and owner of the company, called the online facelift one of the most important remodeling projects for the business.

“Consumers love to see remodeling results to judge a company’s design skills for themselves,” Dwyer said. “And our new web site puts them in the driver’s seat to navigate some of the most beautiful and inspiring photography of real projects that our franchise owners have handled throughout the nation.”

DreamMaker Bath & Kitchen’s home page invites both the consumer and the person who may be interested in owning a franchise location to learn more about the nationally-acclaimed company. The site has links to a history of the company, its affiliations, ongoing news and awards, and a franchise locator to put people in direct contact with a local franchise that serves their zip code.

But Dwyer thinks a lot of the traffic will go to the “Portfolio” link where viewers can see whole-room kitchen and bath transformations, complete with job details on how the project was handled to accomplish specific design objectives.

“The images convey dramatic results, where DreamMaker has helped make remodeling dreams come true,” Dwyer said.

Like the millions of homes the company has serviced in its 33-year history, Dwyer said that even web sites can look outdated over time. And remodeling the DreamMaker web site has proven just as dramatic as some of the company's most extreme home makeovers.

The web site redesign was handled by Kleber & Associates, in Atlanta, and programming of the site was completed by Digital Positions, in Atlanta.

About DreamMaker Bath & Kitchen by Worldwide:

Based in Waco, Texas, DreamMaker Bath & Kitchen by Worldwide has approximately 190 independently owned and operated franchises in 11 countries and has been in more than 2 million homes. Honored as the National Remodeler of the Year by Professional Remodeler magazine, the company is also a national member of the National Kitchen and Bath Association, the National Association of the Remodeling Industry, the Remodelers Council of the National Association of Home Builders and the International Franchising Association. For more information, call DreamMaker Bath & Kitchen at (800) 583-9099, or visit the web site at www.DreamMaker-remodel.com.

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