

**GUARDIAN, LEADING JANITORIAL SERVICES FIRM,  
BECOMES FIRST TOTALLY 'GREEN' CLEANING COMPANY**

\* \* \*

**Move Expected To Usher In New Era For Environmentally  
Conscious Building Maintenance; Scores of Manhattan  
Properties Already Being 'Green-Cleaned' By  
Guardian, Which Is Not Raising Its Prices**

**New York, NY...** The building maintenance industry is cleaning up its act.

In a move that is expected to usher in a sweeping new era of environmentally sensitive cleaning practices, New York-based Guardian Service Industries, a leader in the building janitorial and maintenance industry for nearly a century, has become the first firm in its field to totally transform itself into a “green” cleaning company.

Importantly, while the switch involves a significant expenditure by the company for retraining staff, introducing new equipment and chemicals, and implementing safe packaging and shipping of green-sealed certified products, Guardian is absorbing all of the costs involved in its transition to environmentally preferred practices rather than passing it along to its clients.

“Our motivation here isn’t profit taking, but rather our strong belief in a safe and healthy environment and what that can accomplish for everyone,” stated Guardian CEO Sandy Herzfeld. “We decided to go green because it’s the right thing to do, and this is the right time to do it.”

Over the past 90 days, Guardian has begun retraining its staff and quickly phasing in its Green practices and operations. Properties already being “green-cleaned” include L&L Holdings’ 195 Broadway, all of Jack Resnick & Sons Manhattan office buildings, including 110 East 59<sup>th</sup> Street, 830 Third Avenue, 485

Madison Avenue, 1755 Broadway, 75 Park Place and 199 Water Street, the McGraw Hill corporate center in Hightstown, NJ, the State Capital complex in Hartford, CT, and Penn Station Newark. Guardian cleans and services over 70 million square feet of commercial space in the Greater New York metropolitan area.

“Client response to our green initiative has been extremely positive across the board,” stated Guardian Chief Operations Officer Alan Bressler, who noted that the benefits of environmentally responsible building cleaning services include improved indoor air quality, lower water and air pollution levels, decreased absenteeism and increased employee efficiency and productivity.

He also said that his company undertook extensive testing of a variety of products from various suppliers to find the best performing green products available, and determined that the quality and effectiveness of “green-cleaning” far exceeds conventional cleaning methods now in use throughout the industry.

Guardian, which not only provides cleaning, security and related maintenance services to major landlords and corporations, but to banks, theatres, department stores, shopping centers as well as medical and educational facilities, was founded in 1918 as a window cleaning operation. Today, it has over 6,000 clients in the Tri-state area and is expanding its services to major markets like Boston and Washington DC as well throughout New England and along the eastern seaboard.

# # #

*11/06*