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**One-of-a-Kind Car Wash – CleanTown USA – Open for Business in Hampton Township**  
*Car wash facility unlike any other*

**August 18, 2004 – Hampton Township, PA** – A new standard in car care has come to the North Hills. CleanTown USA, a full service car wash and express detail center, opened August 12 on Rt. 8 in Hampton Township. Unlike any other car wash, CleanTown features two automated, soft-cloth exterior wash tunnels and two interior detailing bays on which cars ride a conveyor belt while CleanTown associates clean the inside. For the car lover who wants to protect his/her investment, CleanTown offers a new level of quality and service.

“We saw an opportunity to provide superior car wash and express detail services in the area and decided to pursue it,” CleanTown co-founder Mark Hofmann said. “We’ve combined advanced car wash technology with superior customer service to create a car wash that brings a unique experience to the customer.”

**Not a Typical Car Wash**

Construction was completed in early August on the 16,000 square foot, five-acre facility that is located at the intersection of Rt. 8 and Vernon Road (across from the Home Depot plaza). CleanTown’s unconventional design is unique to the industry and surprising to many. Designed by Ross Schonder Sterzinger Cupcheck Architecture of Wexford, CleanTown boasts a bright atmosphere through the use of skylights, windows and a serene color scheme.

“It’s not what you expect from a car wash,” Co-founder Robbie Hofmann said. “Instead of a dark, utilitarian building, we chose a design that is light and modern, yet comfortable.”

From the 1000-gallon salt water fish tank in the lobby to fresh flowers in the ladies room, to the complimentary coffee and soda available to customers, a trip to CleanTown is truly an enjoyable experience.

In addition to great service and CleanTown’s attention to detail, customers can expect great value when they visit. Car wash and express detail services range in price from \$8.50 to \$23.00 with additional services available such as spray wax, Rain-X windshield protection and Black Magic tire shine.

“There will be something for everyone,” Robbie Hofmann added. “Our services are designed to provide every car owner with a variety of choices for a great car wash – inside or out.”

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Furthermore, the company has already initiated several special promotions, coupons and a loyalty program that will provide discounts and savings to members.

### **CleanTown Careers**

CleanTown's opening has given the local job market a boost as well with a staff of more than 100 part- and full-time employees. The company is actively seeking additional applications for full-time employees able to work Monday through Friday during normal business hours. CleanTown associates enjoy a great work environment, competitive pay and incentives for good performance on the job. Those working 40 hours per week are eligible for additional benefits including participation in a 401(k) plan, healthcare coverage, disability insurance and more.

### **CleanTown in the Community**

While CleanTown is sure to be the best car wash around, the company is committed to being more than just another business on the Route 8 corridor. Plans for an active community presence are already in place. Even before CleanTown opened, the company participated in several local community day celebrations and charity car cruises.

"As a resident of Hampton Township I feel it's important for our business to be active in the community," Mark Hofmann said. "Through sponsorships, and our *Cleaning for the Cause* fundraising program, we hope to provide valuable support to our neighbors."

To learn more about *Cleaning for the Cause*, or CleanTown services, special promotions and programs, visit [www.cleantownusa.com](http://www.cleantownusa.com).

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