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COLORS ON PARADE FRANCHISOR RECEIVES PATENT FOR REDUCING AUTOMOTIVE PAINT OVERSPRAY

Company on Cutting Edge of Eco-Sensitivity

Conway, S.C., December 13, 2010 – Total Car Franchising Corporation, franchisor of Colors on Parade, the nation’s premier mobile automotive paint reconditioning franchise, announced today that it has been awarded a patent titled “Paint Over-Spray Eradicator” by the United States Patent and Trademark Office.

The new technology disclosed in the patent (No. 7,837,130) consists of a portable system for capturing and filtering hazardous paint overspray at the source, before it escapes into the environment, causing ecological damage and harm to the user. This achievement underscores the company’s commitment to the development of new technologies that provide efficient and cost-effective environmental protection for the spray paint industry.

Number 7,837,130 is the eighth automotive patent to be awarded to Total Car Franchising Corporation.

“This is a significant event for Total Car,” explained Robert S. Lowery, founder of Total Car Franchising Corporation and inventor of the new technology. “Not only will this new technology help the environment, but it enhances our position as an industry innovator, one of our goals that has helped us achieve dominance in the market.”

According to Lowery, Total Car currently has an additional patent pending and is expects to submit another patent application in 2011.

About Total Car Franchising Corporation

Since opening its first Colors on Parade franchise in 1991, Total Car Franchising Corporation has been recognized as the national leader in providing same-day, onsite, minor paint, dent, and interior repair services to automobile dealerships, fleet operators, and individual vehicle owners. Today the company consists of more than 260 units in 26 states and has been named by Entrepreneur Magazine as a Top 500 Franchise, among other awards and accolades.

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