

For Immediate Release

Roark Capital Acquires The Home Service Store

The Home Service Store provides a national network of lead generation and installation services to retailers

ATLANTA, GA (August 24, 2012) – Roark Capital Group, an Atlanta-based private equity firm announced today that it has acquired The Home Service Store. The Home Service Store's management team, led by CEO Mark Ilderton, will remain with the business. Terms of the transaction were not released.

The Home Service Store coordinates the lead generation, sale, and installation of do-it-for-me home improvement projects on a nationwide basis on behalf of several of America's most respected home improvement and general merchandise "Big Box" retailers. Headquartered in Kennesaw, GA, HSS maintains a network of more than 700 independent dealers and installers, which the Company has vetted for service quality, insurance and reliability. In 2011, the Company facilitated more than 39,000 installation projects.

Robert Sheft, a Roark Capital Group Managing Director, led the transaction for Roark and will serve as Executive Chairman. Prior to joining Roark, Robert founded and served as Chairman and CEO of RMA Home Services, which sold, furnished and installed replacement windows and siding on a nationwide basis on behalf of The Home Depot. RMA was sold to Home Depot in 2003.

"We are excited to partner with Mark and the team at The Home Service Store to support their goal of continued growth and high-quality customer service," said Robert Sheft.

Ilderton noted, "I'm very pleased to have Roark and Robert as our partners. Their operational approach and the sector experience they bring make them a terrific partner for HSS, its management team, our retailer partners and our network of installers and dealers going forward."

About Roark Capital Group

Roark Capital Group is an Atlanta-based private equity firm that specializes in franchise, brand management, environmental services and marketing services companies with attractive growth prospects. Roark focuses on middle-market investment opportunities through family-owned business transfers, management and corporate buyouts, recapitalizations, going-private transactions and corporate divestitures. Roark has acquired 21 franchise/multi-unit brands that collectively have more than 3,500 franchisees and \$9.0 billion in system-wide revenues across 50 states and 52 countries. Its current franchise portfolio includes Arby's, Auntie Anne's, Batteries Plus, Carvel Ice Cream, Cinnabon, Corner Bakery, Fast Signs, Il Fornaio, McAlister's Deli, Moe's Southwest Grill, Money Mailer, Pet Valu, Primrose Schools, Schlotzsky's and Wingstop. The firm has more than \$2.7 billion of equity capital under management. For more information, visit www.roarkcapital.com.

About The Home Service Store

Headquartered in Kennesaw, GA, The Home Service Store, Inc. is a national leader in providing consumers with reliable, end-to-end solutions for the purchase and installation of do-it-for-me home improvement projects. By leveraging its nationwide network of contractors and a unique, scalable customer service and project management platform, HSS enables a cross section of America's most respected home improvement and general merchandise "Big Box" retailers and building products manufacturers to offer their customers turn-key home improvement project solutions. For more information, visit www.trusthss.com.