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CONTACT:

Ginny Brocker, 312-228-6823
ginny.brocker@ketchum.com

Paul Abrams, 513-762-6434
paul.abrams@rrsc.com

TAKE A WALK ON THE FEMININE SIDE WITH ONE-OF-A-KIND "PIMPED OUT POWDER ROOM"

The Dallas Cowboys Cheerleaders Launch Roto-Rooter's Girly Bathroom



(Cincinnati, Ohio – Jan. 22, 2008) – The Dallas Cowboys Cheerleaders and Roto-Rooter have teamed up to announce the perfect place to watch football's most anticipated game: the bathroom!

By way of its Pimped out Powder Room, Roto-Rooter will offer one lucky woman (or man) a few more excuses to spend time in the most-frequented room in the house. For starters: a salon-style hair dryer, a pedicure tub, a Nintendo® Wii™ and a triple-threat, flat-screen TV (perfect for viewing the Big Game) that also functions as a mirror and a heated towel rack.

This ultimate bathroom destination for the modern woman was created as a follow-up to last year's Pimped out John sweepstakes. More than 300,000 people entered to win the wacky custom-made commode decked out with every imaginable luxury enhancement, from an Xbox and LCD TV to a kegorator and bike pedals.

For the sweepstakes' second year, the company put a feminine touch on the prize as a shout out to those who make the most service calls: women. "Roto-Rooter understands that when it becomes necessary to seek high-quality plumbing and drain service, women make that call 55 percent of the time," said Paul Abrams, Roto-Rooter's public relations manager. "As a thank you, we've created a truly female-inspired refuge."

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Pimped out Powder Room

Since women often sneak to the bathroom to steal moments of solace, the following features were incorporated into the Pimped out Powder Room to ensure all time spent there is pleasant:

- Kohler® San Raphael™ elongated one-piece **luxury toilet** with Ingenium® flushing system
- Kohler® C3-200 **luxury toilet seat** with bidet functionality, heated seat, deodorizer system, bowl light and remote control
- Aquavision® T-1 LCD MIRRORVISION: This **flat panel 17-inch TV** doubles as a **non-steamable bathroom mirror** AND boasts a **built-in heated towel rack**. As if that's not enough, it's equipped with a **waterproof remote control that can float in a bathtub**
- Nintendo® Wii™ video game system
- Conair® Pro Styler™ 1875 watt **salon-style hair dryer**
- Homemedics® **Pedicure Footbath**
- PhotoGlow® **virtual window: gives any bathroom the illusion of a view**
- Apple® 16GB iPod® Touch™
- Bose® SoundDock® **wireless digital music system** with iPod® docking station
- Pottery Barn® Perfectly Prepped **bath caddy with makeup mirror, fully stocked with cosmetics**
- Philips® DVP3140 Ultra-slim Progressive Scan **DVD player**
- Pink Sony® Vaio® CR Series Notebook **computer** and custom-designed swing-away **laptop desk**
- Sonicare® Flex™ **electric toothbrush**
- Pink Pottery Barn® Supercool™ **Fridge**
- Flavia® Fusion™ **drinks station** with supply of teas, coffees and drinks
- Magino® **acrylic stool / magazine rack**
- Method® Aroma Sticks™ **aromatherapy vase**

Why the cheerleader tie-in? According to Abrams, "The Dallas Cowboys Cheerleaders are not only notoriously feminine, they're extremely busy. To be a member of the squad, the women must be enrolled in college or working part or full-time, not to mention the long hours of physical and mental conditioning they go through to make the team. Whether waiting for practice to start or to hit the field, they spend hours in locker rooms each week where they not only get ready and perfect their routines, but also do homework and check e-mail. As football mania sweeps the nation, we're honored to partner with the NFL's most elite, squad - perfect representatives for a prize specifically designed to rejuvenate women pressed for time."

As far as the cheerleaders are concerned, the Pimped out Powder Room is a touchdown. "What woman wouldn't want these amenities?" asks Megan Fox, four-year cheerleading veteran. "I'm all for pampering now and again, but the real beauty of the Pimped out Powder Room is the multi-tasking it encourages. You can dry your hair, soak your feet, make a cup of tea, check your e-mail and catch up on the game – all while sitting on what's sure to be the most comfortable seat in your home. They've thought of everything!"

Tired of towels lying all over your bathroom floor? Try hanging them up on a state-of-the-art TV that doubles as a towel rack AND mirror. Is that static alarm clock radio prohibiting you from channeling your best Beyoncé? Crank your iPod Touch. Sudoku not cutting it? Watch a DVD while soaking those tired feet in your pedicure tub. Gunky mascara got you down? Roto-Rooter's also throwing in a complete line of top-notch cosmetics along with two sets of fluffy pink and white towels.

Roto-Rooter will even come to your home to install the Pimped out Powder Room! **Visit rotorooter.com to register to win the Pimped out Powder Room from Jan. 22, 2008 through April 1, 2008.** The winner will be crowned on National Plumber's Day: April 25, 2008.

About Roto-Rooter

Roto-Rooter was established in 1935 and today is the largest provider of plumbing and drain-cleaning services in the United States and Canada. Roto-Rooter is a wholly owned subsidiary of Chemed Corporation. Roto-Rooter operates businesses in more than 110 company-owned territories and more than 500 franchise territories, serving approximately 90 percent of the U.S. population.

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