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## Paul Davis Restoration Inc. to Sponsor Scott Firefighter Combat Challenge(r)

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PRESS RELEASE

Jacksonville, Fl. -- Ken Sussex, Paul Davis Restoration Inc.'s Director of Marketing, has announced the corporation has agreed to serve as a sponsor of the 2007 Scott Firefighter Combat Challenge(r). The nationwide competition is held for hundreds of U.S. and Canadian firefighters who will compete at more than 22 locations in fitness events and demonstrate the profession's rigors to the public. This year, the competitions begin on May 18 in Deerfield Beach, Fl. and will culminate at World Combat Challenge XV in Las Vegas, Nv. from November 4-8.

Since 1966, Paul Davis Restoration has been an innovative and leading franchise organization servicing residential and commercial customers throughout the United States.

On Target Challenge is the owner of Firefighter Combat Challenge(r). Challenge events are viewed live by millions of people worldwide during live competitions, local broadcast and on ESPN in December. Wearing "full bunker gear" and the SCOTT Air-Pak breathing apparatus, pairs of competitors simulate the physical demands of real-life firefighting by performing a linked series of five tasks including climbing the 5-story tower, hoisting, chopping, dragging hoses and rescuing a life-sized, 175 lb. "victim" as they race against themselves, their opponent and the clock.

According to Sussex, this marks the third year of sponsorship by Paul Davis. "We continue to receive positive support from our network of offices and wanted to continue our sponsorship of firefighters and events throughout the country. Firefighters protect us in our communities everyday and we want to give back by helping to fund their activities and inspire their spirit of competition through these events," said Sussex.

"To prepare for competition, firefighters physically train year-round to compete in regional, national and world competitions. The events provide camaraderie and fun for everyone who competes and spectators have a great time, too," he said. Throughout the 2007 season, Paul Davis franchise offices will participate in all events with hospitality tents, specialty item giveaways, light refreshments and name recognition in the field and online.

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"Many registered competitors are the firefighters and fire chiefs we work with on a regular basis. Approximately 225 Paul Davis franchise office owners and staff will show their support from coast to coast by attending the events with friends, family and customers. From a business point of view, the sponsorship provides Paul Davis with valuable fire department and firefighter relationships, as well as name recognition and visibility during all events, plus additional marketing opportunities," Sussex said.

"We welcome Firefighter Challenge to our family of public service projects which serve the community. Firefighters and fire departments have long been our good friends and customers while we help them during times of disaster and the aftermath," said Scott Baker, Paul Davis Restoration's President and CEO.

"Our sponsorship of firefighter events joins another community service project we organize each year. Paul Davis Restoring America is a home improvement initiative designed to help those who cannot afford or are physically unable to fix up their homes. Paul Davis franchise offices provide time, labor, and materials to a local beneficiary and will fix a home at no charge as part of the company's belief in giving back to our neighborhoods where we do business," Baker said.

For more information, contact Ken Sussex at 904.737.2779 or visit the website at [www.pdrestoration.com](http://www.pdrestoration.com)

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