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Leading Cleaners Internationale Announces the World's First Five Star Certified Couture Cleaner™

San Diego, CA (June 8, 2005) — After two years of developing the world's most demanding and thorough certification program ever conceived in the dry cleaning industry, Leading Cleaners Internationale is honored to announce the world's first Five Star Certified Couture Cleaner™, Margaret's Cleaners of Southern California.

Margaret's Cleaners, with locations in La Jolla, Del Mar and Newport Beach, California has been the recipient of numerous awards. Chuck Horst, the General Manager of Margaret's, acknowledges "We are always honored when we have an award bestowed upon us by the community, but reaching the highest level of certification in our industry, The Five Star Certified Couture Cleaner™, is my proudest professional achievement to date."

Leading Cleaners Internationale offers two levels of certification for its Certified Couture Cleaner program. It took Margaret's one year to be certified to the top Five-Star level. The process included:

- Documentation of systems and procedures
- Numerous secret shopper visits
- A comprehensive quality audit
- Thorough review of data to substantiate satisfaction of the requirements.

The extensive criteria and formalized procedures took 2 years to develop and are aimed at recognizing only the finest of dry cleaners that can continuously operate at the "Couture Level" of dry cleaning. The criteria are designed to address shortcomings within the dry cleaning industry often noted by the consumer, including quality of product, quality of service, quality of presentation, management and citizenship. "With 58 specific criteria to meet it was a major undertaking, but we can be sure we are reaching the level of quality and service our customers deserve" said Horst.

Margaret's Cleaners, a San Diego institution since 1953, is recognized by the garment industry and consumers alike to be the finest dry cleaner in Southern California. They are the "Cleaner of Choice" for over 70 stores in San Diego and Orange Counties including numerous couture brands. Margaret's expertise extends beyond the normal services offered by dry cleaners. Specialties include purse cleaning, leather & suede detailing, re-knitting, museum quality gown preservation and garment restoration to name a few. All services are covered by LCI's "Safe-Cleaning Guarantee!"

Horst is a frequent speaker on topics related to fabric care. Recent speeches include a St. John Knitwear Clinic, a Clothing Care Seminar and a Packing and Traveling Seminar. Whether training employees on Fibers and Fabrics or conducting an in-store event, Horst is a knowledgeable and effective speaker. Many speaking engagements can be arranged without honorarium, a great way to produce an in-store event or conduct employee training.

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For a newsworthy interview about Margaret's Cleaners, contact Chuck Horst at 619.246.5895 (chuckh@margarets.com) or visit www.margarets.com

For a newsworthy interview about Leading Cleaners Internationale, contact Steve Boorstein at 800.217.2008 (steve@clothingdoctor.com)

