

**FOR IMMEDIATE RELEASE:**

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**Tide Services Announces New Additions to Its Franchise Development Team**

Cincinnati, OH – Tide Services, a subsidiary of The Procter & Gamble Company and the driving force behind Tide Cleaners and Tide Laundromats, is proud to announce the new growth of its franchise development team with the addition of three distinguished professionals. This strategic move is aimed at amplifying Tide Services' leadership in the on-demand dry-cleaning and laundry service franchise industry.

**New Team Members:**

- **Lawrence Brown, Senior Vice President, Franchising & Development:** Bringing over a decade of executive leadership and development expertise, Lawrence has an impressive track record of driving growth and operational excellence. Most recently, as Chief Development Officer for FAT Tuesday, Lawrence led a team responsible for deploying significant capital investments and opening 20 new stores in a single year. Prior to that, he served as Vice President & Head of Business Development Americas for Restaurant Brands International, overseeing unprecedented expansion for the Burger King brand.
- **Ryan Stuckenburg, Director of Construction:** Ryan joins Tide Services with a strong background in construction and project management, having overseen over \$200M worth of construction projects annually for LensCrafters stores across North America, a Essilor Luxotica brand. His strategic approach to construction management and cost reduction initiatives have consistently delivered outstanding results.
- **Emilie DeBonadonna, Director of Real Estate:** Emilie brings a wealth of knowledge in real estate development and strategic planning from a previous role as Sr. Manager of Development for Burger King. Her expertise in market analysis, site acquisition, and lease negotiations will be instrumental in supporting Tide Services' expansion goals.

These professionals join **Emily Schneider, Director of Franchise Development:** A five-year veteran of Tide Services, Emily has played a pivotal role in the

franchise's development, demonstrating exceptional leadership and a deep understanding of the franchising landscape. Her contributions have been integral to the brand's growth and success.

### A Strategic Move Towards Nationwide Expansion

The addition of Lawrence, Ryan, Emilie, and the continued leadership of Emily Schneider mark a significant milestone in Tide Services' strategic plan to expand its footprint nationwide. The newly enhanced team is set to drive the franchise's growth, leveraging their collective expertise in franchising, construction, real estate, and development.

*Andrew Gibson, CEO of Tide Services, expressed enthusiasm about the new appointments: "We are happy to welcome such talented individuals to our team. Their combined expertise and leadership are exactly what we need to propel Tide Cleaners and Tide Laundromats to new heights. With this team, I am confident in our ability to achieve our ambitious goal of scaling our franchise network across the nation."*

For more information about Tide franchise opportunities visit [tidefranchise.com](https://tidefranchise.com)

### About Tide Services:

Tide Services, Procter & Gamble company, stands as America's premier provider of on-demand dry-cleaning and laundry services through its Tide Cleaners and Tide Laundromats. Tide Services is rapidly expanding its footprint across the United States, offering innovative laundry solutions and presenting lucrative franchise opportunities to investors with large scale goals.