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FOR IMMEDIATE RELEASE

Local Holiday Decorating Company Earns National Award Christmas Decor by Lawn America Recognized As Top Regional Franchise

(September 5, 2007, Tulsa, OK) – Christmas Decor by Lawn America, a Tulsa-based and locally owned and operated holiday and event decorating firm, has won the South Region Franchise of the Year Award. Christmas Décor has been lighting homes and businesses since 1986. They have since grown into the largest holiday and event decorating franchise system in the world, with more than 350 locations in 47 states and Canada. More than 350 franchises can take part in the awards competition, and the Lawn America team was recognized for their contributions to the franchise system and for their performance during the 2006 season.

Blake Smith, President of the Lubbock, Texas-based Christmas Décor, Inc., says “They [Lawn America] have seen the value in this business, and have taken advantage of a great opportunity. They are a first-class operation and a model franchise.”

Why Do People Choose a Professional Christmas Light Installer?

The past few years have seen a trend of people turning to professional installers to deck their halls with eye-popping home light displays. While for some, putting up outdoor holiday decorations is a cherished tradition, for many others it is a dreaded winter chore. These folks would rather avoid the frustrations of burned out strings of lights, working in freezing temperatures and climbing tall ladders perched on icy sidewalks.

People who use [Christmas Décor] our service do so for their own personal reasons,” says Brad Johnson, President of locally owned Lawn America. “Freezing cold temperatures, avoided frustration, hard to reach areas, safety, and just not having enough time are a few. It’s a great fit for our core fertilization / weed-control business also, as it allows us to keep our excellent full-time employees productive as the lawncare season winds down into

winter. We even hire new staff specifically for Christmas Décor and use this to help check them out for full-time lawncare employment the following spring.”

Hiring a professional lighting installer not only saves headaches, it also makes for a more polished look. “Our employees go through a specific training process that teaches them layout and design techniques, as well as technical and safety know-how to ensure that the installations we perform are uniform and professional,” says Johnson. “Untrained homeowners simply cannot compete with the sharp, professional look that trained installers achieve.”

To see samples of Lawn America’s work, visit www.TulsaChristmasLights.com.

New in 2007 – LED Lighting

This Christmas Season, Christmas Décor by Lawn America will introduce LED lighting to the greater Tulsa and surrounding areas. LED lighting is the most durable, energy efficient, and versatile light source ever devised for use in Christmas lighting.

Power Usage

The lower power requirements of LED lights provides the ability to include plenty of lights for a lighting display which makes it easier to install more lights without overloading the maximum wattage on the customer’s breaker, ensuring that there won’t be any outages or cause a potential fire. Up to 90 of our Commercial Grade LED light strings can be combined together on one plug!

Durability

LED light strings are also extremely durable compared to standard incandescent lights used on most displays. LED bulbs are solid state devices containing no moving parts and no filaments to break. They can handle rough environments including heavy vibration and impact. Standard incandescent lights contain a fragile filament enclosed in a breakable glass enclosure. LED light strings use solid acrylic lenses which can take unbelievable punishment. Visit www.TulsaChristmasLights.com/animated to watch a video of these LED lights tested for durability under extreme conditions.

For more information about professional holiday & event decorating by Lawn America, visit www.TulsaChristmasLights.com, or call Lawn America at 918-249-5296.