

BACKGROUND

In the summary that follows, we've attempted to provide you with a "brief" background history on the principals associated with *Superwash Express, Inc.* Here we have highlighted their experience, knowledge and successes as owners, operators and entrepreneurs in the Car Wash Industry.

Jack Barrett, Founder

Jack, is 70 years of age, resides with his wife Laurie in the Mount Dora area of Lake County, where *Superwash Express* operates another of its flex-service car wash facilities. Jack is Vice President and assistant operating partner of the Superwash companies and President of FLNC Enterprises, which provides consulting services and equipment purchasing assistance to individuals interested in entering the car wash industry. Jack began his Car Wash Industry career in 1982, when, as a licensed real estate broker in the metro-Orlando area, he researched ways to acquire, develop and land-bank commercial real estate, in a manner which would produce sufficient cash flow to pay for the acquisition. His research led him to investigate the self-serve car wash industry, which seemed to provide an answer to the property acquisition process.

American Superwash Centers, Inc. (Self Service Car Wash Center)

In late **1982**, Jack designed and constructed the first *American Superwash Center* in Altamonte Springs, Florida. This facility was the first self-service/automatic rollover combination in the State. The concept provided a state of the art in-bay automatic wash facility, which attracted customers interested in both the do-it-yourself wash and an efficient automatic wash system, similar to, yet a step above the "free with fill up" automatic wash units, utilized at gasoline service stations in the 1980's.

Having installed the latest design in automatic vehicle washing systems, Jack felt it would be important for the *Superwash Center* to offer a service that the competition didn't have. "Personal" hands on attention to getting a clean vehicle. Thus, the introduction of a *customer service employee* to greet each and every customer, who would "pre-prep" their vehicle, to assist with the removal of bugs and tough road grime. The *Superwash approach* to in-bay automatic vehicle washing was an instant success. Willing to pay \$3.00 for that little extra attention to detail and a truly clean vehicle, customers drove directly past those "free" gas station car wash systems, for the service offered by *American Superwash*.

Superwash's first **Customer Service Employee**, was a young man by the name of *Paul Bradley*, who over the past 35 years has become the President and principal partner/owner of the *Superwash Express and Sparkle-N-Shine Companies*.

Car Wash Consultant

One of the first lessons learned by Jack during his initial car wash investigative process, was that "professionalism" and "hands on" experience seemed to be lacking in the car wash equipment business. Thus, in 1983 he aligned himself with various national car wash equipment manufacturers, and began marketing his services as a *professional consultant* for those interested in investing in and entering the car wash business.

Over the past 35+ years, Jack has been directly involved in property selection, site planning, facility design, equipment selection and installation, for dozens of car wash projects in Florida and Nationwide.

American Car Care Systems, Inc. 1986

Not satisfied with the quality air drying systems available to the car wash industry, in 1986 Jack and his associates created **American Car Care Systems**, a company which designed and built a new and unique on-line air drying system for conveyORIZED car washes. Initially, this company only manufactured freestanding vehicle dryers and vehicle mat cleaning machines. However, Jack and his associates continued to design and develop new equipment innovations and *American Car Care Systems* evolved into a full product line producer of tunnel car washing equipment. Due to the rapid success of this firm, it was evident that *American Car Care* needed an operating “showroom” from which to display their wears, thus the construction and development of the “new” and redesigned conveyORIZED *Superwash Center*.

In 1989, Hanna Industries, the “world leader” in car wash manufacturing at that time, purchased the American Car Care Systems company, for its many unique and innovative car wash equipment designs.

New Superwash Center (Full Service Car Wash Center)

In 1986, after spending numerous months traveling throughout the United States gathering ideas and information about “full service” car wash operations, the *Superwash* team formulated a plan by which they would strive to provide not only the best washing system available, but also the “best” operating facility.

This was the inception of *Paul Bradley’s* introduction to the full service car wash business. Up until this time Paul had gained invaluable customer service experience as the day-to-day hands on single employee operator of the *Superwash* in-bay automatic wash. It would be from this point on, that *Jack* and *Paul* would work side by side to refine the development of the “*Superwash*” approach to full service car washing.

Jack and Paul's success led to the continued growth of *Superwash* and 1989 paved the way for the construction and development of a second *Superwash Center* in Maitland, Florida, and in late 1991, the *Superwash* Company purchased another parcel of land in Casselberry, Florida, to begin the construction of their third Full Service *Superwash* facility. This new operation began operations in 1992 and the *Superwash Car Care Centers* continued.

Paul D. Bradley

Paul, age 55, is married to Lisa Bradley and they are proud parents of two daughters. Paul & Lisa have resided in Port Orange, Florida, since 1998. Paul is President and owner/operator of the Sparkle-N-Shine car wash facility in Ormond Beach, Florida, as well as, the President and operating partner of the *Superwash Express* Companies.

American Superwash Centers

Paul began his car wash career in 1983, when *American Superwash Centers* in Altamonte Springs, Florida, employed him to oversee their vehicle detailing services and manage their new auto care facility. Over the next three years Paul worked with the *Superwash* organization to develop and refine their new concept for self-service in bay automatic car washing. During this time Paul worked closely with Jack Barrett's car wash consulting business and equipment manufacturing company. His hands on experience with various equipment designs, provided invaluable information to *Superwash* and *American Car Care Companies*.

As noted earlier in this summary presentation, in 1986 the original *Superwash* facility was demolished and replaced with a completely new Full Service operation. During the down time construction period, Paul was charged with the responsibility of visiting and working at a variety of full service car wash operations across the country. He devoted his time to analyzing the various methods of operation from chemical applications, to personnel management and customer relations.

In the months and years that followed, Paul worked closely with Jack in a continuing effort to develop and refine the operating policies and procedures, which made all of the *Superwash* operations a tremendous success. As a tribute to that success, *Superwash* was honored by its peers within the car washing industry, by being presented with the “Top Wash” award in the Southeastern US on “numerous” occasions. Additionally, over the years, Professional Car Washing and national car wash companies ran articles about the *American Superwash* organization.

Because of Paul and Jack’s personal “hands-on” commitment to professionalism and perfection, the *Superwash* Organization and facilities continued to grow and prosper.

Sale of Superwash Centers

In late 1997, the *American Superwash* Companies were purchased by a group of investors looking to assemble a nationwide car wash chain. Thus, *American Superwash* ceased operations 1998.

Jack continued his successful car wash consulting business and Paul spent the next several months scouring the market for a re-sale car wash operation.

Sparkle & Shine Car Wash, Inc.

In 1999, Paul acquired an existing car wash facility in Ormond Beach, Florida, where he once again, resumed his quest to be the “best” in the business. Paul took a 10-year-old “typical” car wash and transformed it into a success story.

Utilizing his finely honed management and marketing skills, Paul has been able to increase the services offered and vehicle volumes each year since he acquired this facility 18 years ago.

Superwash Express, Inc.

In 2002 Jack and Paul made the decision to re-unite their operating skills under the *Superwash Express* name. They recognized that the “old” ways of washing cars had to change, as site development, facility construction, land costs, as well as, labor and general operating costs had skyrocketed. There was no question that a totally new business model needed to be developed. Thus, Jack designed a new and innovative site plan and facility layout, not seen in the industry before. Additionally, they created an innovative approach to car washing and called it *Flex-Service* washing. *Superwash Express* was born and in the following 18 months of permitting and construction, the operating procedures for this new car wash business model was fine tuned.

In 2004, under the direction of Paul and Jack’s exceptional operating and management abilities, the all new *Superwash Express* opened for business in Port Orange, FL, and was an instant success! This new concept offered the customer greater flexibility in choosing the type of service they could purchase, affording them the choice of lower prices and faster service. Since its inception, the acceptance of the flex-service format by the general public has been phenomenal. This new facility was without question the most successful of any previous facility operated by Jack and Paul, as the customer base 14 years later, continues to grow at an unprecedented rate. In the years since its inception, scores of investors, existing car wash operators and equipment sales associates from across the Nation, have visited the Superwash facilities and had in-depth discussions with Jack and Paul about their operational challenges. The *Superwash Express* business model and facility design has been replicated on a “state-wide” and “national” basis.

Over the past several years Jack and Paul relentlessly searched Central Florida for “just the right market”, in which to build another new *Superwash Express*. That research led them to Lake County and the sister cities of Mount Dora and Eustis. There, at the intersection of State Road 44 and US Highway 441 in Mount Dora, Superwash purchased an out-parcel to a new Lowe’s Home Improvement Center, and in 2007 another Superwash Express was under Construction. That facility was completed and opened in 2008, at the start of the “great recession”.

However, unlike our experience in the recessions of the 80's and 90's, during the "great recession", the Superwash Express facilities continued their growth. Although it was certainly "slow growth", it was still in-fact growth. We attributed this to the Superwash business model and the many years of Jack Barrett and Paul Bradley's expertise and professional approach to the car wash business.

As the "great recession" faded, Paul and Jack felt it was again time to begin looking for new communities which had all of the right attributes, necessary for the development and of a new Superwash facility. Thus, after much research and careful consideration, we knew we wanted to introduce Superwash Express to Palm Coast. Today you see the results of over two years of purchase negotiations, site engineering and in-depth cooperation with City and State agencies. Superwash is proud to be a part of the Palm Coast Community and Superwash will work extremely hard to make Palm Coast and all of its residents, happy to have Superwash Express as part of their community.

With the creation of the new Palm Coast Superwash, Paul and Jack were extremely proud to be able to elevate one of their team members, from "Facility Operations Manager" to a "Facility Partner" of the Palm Coast Superwash.

Mr. David Verduzco, age 30, married with one young son and another child on the way, has been with the Superwash Organization since 2005. David worked as a part time employee throughout high school and college. Upon completion of college, David was offered the position of "Facilities Manager", which put him in charge of overseeing all of the Superwash operations. His proven ability of professional management, superb employee and customer relations, contributed greatly to the success of Superwash. Thus, he was offered and accepted an ownership position in Superwash Express of Palm Coast.

In addition to our new Palm Coast facility, Superwash has purchased and is in the process of permitting for another Superwash Center, to be located on LPGA BLVD in Daytona Beach. It's anticipated that this facility will be under construction and operational by mid-2018.

Environmental

Over the past 30+ years, Superwash has been instrumental in taking steps to help protect the environment, by incorporating special water reclaim systems into our car washes, whenever possible, for recapturing and reusing certain waste water.

In-fact, Superwash was the first car wash in Florida and possibly the Country to use “city gray water” to wash vehicles. In 1989, the city of Altamonte Springs, FL was one of the first cities in the USA to construct and institute a citywide grey water system. Piping the “cleaned” waste water from their sewerage treatment facilities, to fire hydrants and making connections for residential and commercial lawn irrigation available.

Superwash immediately contacted the city about tapping into the system when it crossed our property, and we were soon washing 100% of our vehicles with grey water. This method worked well for both the city and Superwash, saving precious potable water.

Since that time, whenever grey water has been available, Superwash has pursued its use at all of our facilities, and Superwash strongly encouraged the many car wash investors we’ve worked with over the years to do the same.

At the very beginning of the process of working with the City of Palm Coast, Superwash inquired about the availability of grey water use. Although a grey water line is not “presently” available at our new Palm Coast facility, we have constructed and put in place the underground and internal line systems to allow us to connect, if and when the opportunity presents itself.

We’ve spent many thousands of dollars running environment type ads in local newspapers and magazines encouraging the general public to refrain from washing vehicles in their driveways, one of which is scheduled to appear soon in a local Palm Coast publication.

Additionally, we’ve encouraged schools not to use driveway car washes to raise funds for certain activities and clubs. In an effort to get their support for this “non-driveway” washing program. Superwash has instituted a special fund raising program, whereby Superwash donates money to the local schools and civic organizations for their participation.

I thank you for the opportunity to provide this background information on our company and its principals, and invite you to contact me if I can answer any questions or be of additional assistance.

Respectfully,

Jack N. Barrett, VP