

For Immediate Release
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Appearance Plus Cleaners, Jones the Florist Team for Bosses Day
Hometown Florist, Dry Cleaner Seeking Best Boss

Cincinnati, OH - October 10, 2005 – You've spent an entire year picking up the dry cleaning, washing the car and generally being that all around perfect employee – and still no raise and no respect. The reason? You haven't given them the right gift.

Sunday, October 16, marks National Bosses Day, even though most working stiffs are actually off of work. As Lumberg from the movie *Office Space* would say, "I'm going to need you to come in on Saturday" – to pick up your flowers from Jones the Florist and \$100 in dry cleaning from Appearance Plus Cleaners. That'll get the bosses' attention.

For the second year, the pair of local icon brands have teamed up to award "Cincinnati's Best Boss," which will present the best boss in Cincinnati a memorable treat and put you on the fast track for a promotion. In 200 words or less, simply describe what makes your boss the best – or better yet, just take their dictation. Then, a team of passionate and impeccably dressed judges will select Cincinnati's best boss and award him or her with a beautiful floral arrangement to brighten up their office and \$100 in dry cleaning to brighten up their appearance.

Participants may either fax their 200 word entry to 513.388.4705 or email it to rodger@jypublicrelations.com.

Appearance Plus Cleaners marketing director Angie Miller explained that dry cleaning is the perfect gift to give a boss – it's is practical and useful gift that will make the boss look good. Jones the Florist president David Fisher added that there is nothing like beautiful flowers or gifts to make your boss completely forget about the day you showed up late.

Winners will be notified and announced online on Friday, October 14, and the gifts will be presented the following week.

Founded in 1865, Jones the Florist has a passion for flowers. Jones has a wide assortment of the finest quality seasonal flowers, plants and gifts to make every occasion special. The florist features corporate programs and monthly arrangement and gift specials, as well as gifts that are "uniquely Cincinnati." With two locations in Greater Cincinnati – Oakley and Downtown – Jones the Florist is also available on the Internet for 24 hour order placement. You can trust Jones the Florist for all your floral and gift needs, anywhere, anytime. More information can be accessed at www.jonestheflorist.com of by calling 513.961.6622.

Appearance Plus, headquartered in Anderson, opened its first store in 1984 and has a 20-year history of commitment to making Greater Cincinnati look its best. The dry cleaner provides convenient and free pick-up and delivery service throughout the Greater Cincinnati area and has storefront locations in Anderson, Downtown and Hyde Park. The Appearance Plus name and the bright white vans are synonymous with the highest quality dry cleaning, offering complete care of clothing and home goods, same day express service at no extra charge, and a dedicated staff committed to their customers. More information can be accessed at www.appearanceplus.com by calling 513.231.5540.

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