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## OVERWORKED SAN FRANCISCO GETS RELIEF FROM PAINS OF LAUNDRY

*Is this the Netflix of Laundry?*

San Francisco, CA (August 1, 2007) - In just two years, Laundry Locker has revolutionized the way laundry-averse San Franciscans clean their clothes. Imagine being able to securely drop off your dry cleaning and wash & fold any time of day or night in secure lockers just steps away from where you live. Even better, imagine being able to pick up your beautifully cleaned clothes *the next day* at whatever time suits your fancy and your schedule.

Until now, these custom-built, self-service lockers have been installed only in apartment, condo and office buildings. But in response to growing demand, Laundry Locker has opened its first—and San Francisco's only—24/7 dry cleaning and wash & fold location at 145 Valencia Street. Company founder and CEO Arik Levy says that, "Until now, we have had to turn away many customers because they didn't have access to our lockers or lived outside of our service area." The new retail location offers the same convenient, next-day service as any other Laundry Locker location, but is accessible to anyone. And unlike traditional cleaners, it never closes.

Whether located in your building or in an automated retail location, Laundry Locker's patent pending lockers offer convenience as well as absolute security. To use the service, customers place their dirty clothes in any available locker and then pocket

the key. Laundry Locker personnel check all locations each day, process any laundry or dry cleaning and return the clean garments to the same locker by 5 p.m. the following day. Customers simply unlock the locker and take out their laundry and dry cleaning, leaving the locker available for the next customer.

At Laundry Locker's new retail location, customers first register as a new user on the Laundry Locker website ([www.laundrylocker.com](http://www.laundrylocker.com)) and enter a credit card number to gain access to the location. Entry is controlled by a secure swipe reader that opens the door. Video surveillance, bright lighting and outside visibility also help to keep the location safe.

Consistently rated San Francisco's Best Dry Cleaner by several news and review outlets, Laundry Locker provides next-day delivery, with no waiting for either order drop off or pickup. Sophisticated online technology allows customers to indicate their preferences, track their laundry and receive updates via email and text messages once their laundry has been delivered to their locker. Secure payment is made online using a major credit card.

In addition to providing more efficient, streamlined customer service, Laundry Locker has solved two of the laundry industry's most notorious problems. By employing proprietary, cutting edge technology, Laundry Locker has significantly reduced the number of lost items. And, in the name of fairness, it has eliminated variations in garment processing prices. The best news? Plans are in the works to open many more public locations over the next two years across greater San Francisco.

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If you would like more information about this topic or to schedule an interview, please call Stephen Homs at (415) 255-7500 or email Steve at [shoms@laundrylocker.com](mailto:shoms@laundrylocker.com)