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## **ADC EXPANDS INTO BULGARIAN LAUNDRY MARKET**

**Fall River, Massachusetts** - February 20, 2007 - American Dryer Corporation and TSC Alexander have recently established a distribution agreement for sales and marketing of laundry equipment in the expanding Bulgarian laundry market. Bulgaria, which was recently accepted as a member of the European Union, is going through tremendous growth as a free market economy.

ADC's SL machines have already received high reviews in this budding marketplace. Besides unique design features, the SL machines offer super high efficiency addressing the global problem of rising energy costs. The SL 31, shown in this TSC Alexander installation, has a unique 100% axial airflow design maximizing both efficiency and performance and it uses only 55,000 btu/hr (16.12 kw/hr) compared to similar capacity machines that require 30% to 90% more heat input.



Virginia Hristove (left) at laundry installation with ADC's SL Machines in Sofia, Bulgaria

SC Alexander, owned and operated by Kiril Alexandrov and Leyla Alexandrov, was established in 1992 catering to the laundry industry. The company is recognized as the most important laundry equipment supplier in Bulgaria. International Sales Manager, Mauricio Lima, indicated that ADC's goal in its partnership with TSC Alexander is to "support the efforts and diligence of TSC in fostering the laundry profession within Bulgaria and to bring the country the absolute best products within the industry." Lima, also noted that ADC has seen rapid expansion in Eastern Europe, as well as, other parts of the world.

### **About ADC**

American Dryer Corporation designs and manufactures energy-efficient drying solutions for commercial coin-operated, on-premise and industrial laundry markets in over 90 countries worldwide. ADC has devoted its business to providing more models of dryers that perform better than any others. The result of this single-minded pursuit is well recognized by the ADC symbol, which is the hallmark that is trusted by laundries worldwide for total quality, the kind of quality that has helped establish American Dryer Corporation as the world's largest sole manufacturer of commercial laundry dryers.

ADC's Solaris line is available in sizes ranging from 20 lb to 75 lbs. and its traditional AD line is available in sizes ranging from 20 - 460 lbs. For specific information about visit [www.amdry.com](http://www.amdry.com)

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