



Sunair Services Takes Initiatives to Position Company for Long-term Growth

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Sunair Services Corporation (Amex: SNR) today provided a report on recent initiatives the Company has taken to position the organization for long-term growth.

Jack I. Ruff, Chief Executive Officer and President of Sunair Services stated, "I joined Sunair four months ago and since that time we, as a company, have concentrated on identifying and implementing measures to improve the performance of our pest and lawn services company, Middleton Lawn & Pest Control. Our new management team has been working together to improve our business model by making it more efficient, responsive and competitive to the benefit of customers and stakeholders. We have consolidated certain areas of our business to provide for improving operating efficiencies. Following are some of the initiatives we have taken."

In order to consolidate operations and create a more focused organization, Middleton has combined its four regional districts previously located in Daytona, Orlando, Tampa and SouthEast Florida and its corresponding five support locations into two regional centers, East and West with three support offices. This consolidation and other efforts resulted in reduced operating expenses through the elimination of approximately 30 positions. Management also believes that this consolidation will enable Middleton to better serve its customers, which will make them more competitive and position the Company for continued growth. Below are just some of the initiatives being taken:

- Service Realignment Strategy - Combined inside and outside services to improve routing and fuel efficiency while improving customer service and communication.
- Highly Comprehensive Fiscal 2009 Budget Process - A new branch level budget model has been built encompassing every facet of our business. In conjunction with the budget, a new incentive program that focuses on profitability is now in place.
- Branch Consolidation/Closings - Closed several branches and reviewing the consolidation of others. Focus on improving route density and efficiency (reduce vehicle expense, gas & labor), reducing occupancy expense.
- Route Consolidation - Reduced lawn, pest control and termite routes by identifying opportunities to schedule and route more efficiently and to share resources between multiple locations while increasing compensation per technician to support lower turnover.
- Operating System - Conversion to a new state-of-the-art robust platform to improve efficiencies and monitor performance across all areas of the business.
- Revised Vehicle Policy - To reduce fleet size, maintenance, repair, insurance and fuel expenses.
- Purchasing Initiative - To evaluate and renegotiate current agreements such as chemicals, phone lines, treatment equipment, office supplies and uniforms.
- Occupancy Expense Initiative - To evaluate all current leases and explore alternative options including renegotiating current agreements.

Mr. Ruff continued, "We have also made important personnel changes and hired new individuals to propel our growth. The Company has significantly strengthened its management team with the recent promotion of Jeff Buhler to Vice President of Operations. Jeff brings a wealth of knowledge and experience to the Middleton team. His over 15 years of operational experience includes bench-strengths in leadership development, customer service and operational efficiencies. Jeff's skill set is well-rounded and also includes leadership experience for Gaylord Entertainment. Jim Swayne was also promoted to Regional Manager West Coast. Over the last 20 years, Jim has held several key leadership roles for Middleton. He has been recognized as one of the leading sales executives in the industry and has a proven track-record of accomplishment for the teams he led at Sears. Mike Swanson was named Regional Manager East Coast. Mike has held or managed every key position within Middleton

during his 23 years with the Company. He provides the leadership team with a wealth of operational knowledge, including identification of customer service metrics, productivity efficiencies and many other operational best practices."

"Further reinforcing our leadership team, we have hired Richard Benoit as the new Director of Information Technology. As an Information Technology consultant, Richard has provided business technology leadership to Lucent Technologies, AT&T, IBM, and Siemens Westinghouse. With a portfolio encompassing \$2 billion of successful business start up experience, Richard has a passion for building brands, aligning technology with business drivers, and developing talent. Rounding out our new leadership team, Milan Roy was named as Director of Human Resources. He brings over 15 years of Human Resources and Operations experience for major firms in the banking, insurance and healthcare sectors. Milan has also led project, start up and process improvement efforts and has served as a key change agent to drive results. I am enthusiastic about the ability of our entire leadership team's ability to execute our improved business model and initiatives."

Mr. Ruff concluded, "These recent appointments are part of our growth strategy. We are creating a powerful leadership team that is vital to position Middleton for further growth and maximizing shareholder value. Looking ahead, we will consider additional actions as needed to improve our operations and financial performance and to strengthen our business while continuing to provide ever improving service for our customers."

About Sunair Services Corporation

Sunair Services Corporation, a Florida corporation, through its wholly owned subsidiary, Middleton Pest Control, Inc., with headquarters located in Orlando, Florida, provides pest control and lawn care services to both residential and commercial customers. Middleton provides essential pest control services and protection against termites and insects to homes and businesses. In addition, Middleton supplies lawn care services to homes and businesses, which includes fertilization treatments and protection against disease, weeds and insects for lawns and shrubs. For more information about Sunair, please visit <http://www.sunairservices.com>

About Middleton Lawn & Pest Control

Established in Orlando, Fla. in 1952, Middleton Pest Control Inc. is a subsidiary of Sunair Services Corporation. With approximately 525 employees, Middleton is among the nation's top 15 pest control companies and top six lawn care companies. Middleton provides complete pest control, lawn and shrub care, subterranean and drywood termite control and mosquito reduction services through a network of 28 branch offices, serving approximately 30 Florida counties. For more information about Middleton or general company information, please call 1-866-FLA-FROG or visit www.middletonpest.com.

Information Regarding Forward Looking Statements

Some of the statements in this press release, including those that contain the words "anticipate," "believe," "plan," "estimate," "expect," "should," "intend" and other similar expressions, are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Those forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements or those of our industry to be materially different from any future results, performance or achievements expressed or implied by those forward-looking statements. Among the factors that could cause actual results, performance or achievement to differ materially from those described or implied in the forward-looking statements include the success of the Company's growth initiatives, demand for the Company's lawn care and pest control services, general economic conditions, competition, potential technology changes, the risks inherent in new product and service introductions, the entry into new geographic markets and other factors included in the Company's Annual Report on Form 10-K for the fiscal year ended September 30, 2007 filed with the Securities and Exchange Commission ("SEC") on January 15, 2008 and other filings with the SEC. The Company does not undertake any obligation to update the information contained herein, which speaks only as of this date.

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