

FOR IMMEDIATE RELEASE

Hayward, CA - March 17, 2010

**ARBORWELL EARNS DIAMOND CERTIFICATION FOR THIRD CONSECUTIVE YEAR
Scores Highest in Quality in Local Service Company Customer Satisfaction Study**

Arborwell, a Hayward, CA - based tree management company, has been awarded the prestigious Diamond Certification for the third year in a row, after being rated highest in quality in ongoing customer satisfaction ratings performed by American Ratings Corporation.

In order to earn Diamond Certification, a local service company must apply to be rated by American Ratings Corporation (ARC) and pass each part of its twelve-step rating and certification process. ARC pulls a random sample of past customers from the applicant company's files and surveys 100 customers by telephone. Not only do the customers rate the applicant company on a 1 to 10 scale for quality, but they also indicate their willingness to return or refer other consumers to the company. A customer satisfaction survey score of greater than 90 on a 100 scale is required.

In addition, ARC verifies liability and workers' compensation insurance, state license status, complaint status, business practices, financial stability and legal judgment status. Ongoing customer satisfaction surveys are also conducted to ensure the Diamond Certified company is maintaining the highest level of customer satisfaction.

"Earning and keeping your Diamond Certified status is a great achievement," said Jim Stein, Founder and CEO of American Ratings Corporation. "Congratulations to Arborwell on earning Diamond Certified for your third consecutive year. High customer satisfaction is the ultimate accomplishment in business."

"We are honored to have received this prestigious certification for the third year in a row," said Peter Sortwell, President and CEO of Arborwell. "Our goal has always been to provide our clients with the highest level of customer service. It is gratifying to know that we are meeting their needs."

About American Ratings Corporation

American Ratings Corporation's mission is to define excellence and to identify for consumers the highest quality local companies. It rates local service companies in Northern California and awards the Diamond Certified symbol to companies rated highest in quality. It backs these companies for consumers by providing, when necessary, Diamond Certified mediation services and a money-back guarantee. For more information, visit www.diamondcertified.org.

Arborwell Professional Tree Management

Arborwell's team of ISA-certified arborists studies each tree's overall system to ensure longevity and vitality from the ground up. Arborwell offers tree pruning, removal, preservation, installation, plant health services, and arborist consultations to contractors, commercial property managers, golf courses, municipalities, and residential properties. Arborwell serves the San Francisco Bay Area, Sacramento, Orange County, Inland Empire, and San Diego communities.

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