

For Immediate Release

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Hobaica Services Receives Ethics Award from BBB

(Phoenix, Arizona) Phoenix based Hobaica Services Inc. has been awarded the 2008 Business Ethics Award, sponsored by the Better Business Bureau of Central, Northern and Western Arizona.

The coveted Ethics award recognizes companies for their commitment to ethical business practices in today's marketplace. One winner is selected from each of 5 employee size categories by an independent panel of judges with expertise in business ethics. The Better Business Bureau has over 10,000 business members; only 45 were nominated for the awards. Hobaica received the award for businesses in Category 3.

Accepting the award at an awards dinner on April 10, 2008 were owners Louis, Mike, and Paul Hobaica. Mike reflected that, "It is humbling and an honor to be recognized by business peers for doing business the only way we know how... honestly."

"Ethics is at the root of our principles and dates back to our company founder and father, Paul Hobaica Sr," said son Louis in a recent interview. Our father has always said, "Treat people right and you will always be rewarded in the end."

Hobaica Services, a family owned and operated air conditioning and heating company, has been serving Phoenix metropolitan area since 1952. The company's team of more than 48 employees provides installation and service of air conditioning, heating, refrigeration, and wine cellars to both the residential and commercial markets.

Hobaica is committed to treating every customer the way they would wish to be treated, by providing the greatest value possible, through uncompromising quality, in every transaction.

Hobaica Services takes pride in its genuine concern for its employees and excellent reputation for customer satisfaction.

For more information please visit them at www.hobaica.com

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