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Raleigh, North Carolina
December 12, 2008

Leisure Landscapes Given BBB's Top Rating

Leisure Landscapes was granted an A+ Rating from the Better Business Bureau (BBB). BBBs throughout North America are in the midst of launching updated versions of their BBB Reliability Reports™. In addition to a more visually appealing and user-friendly format, these reports will feature a revised [ratings system](#).

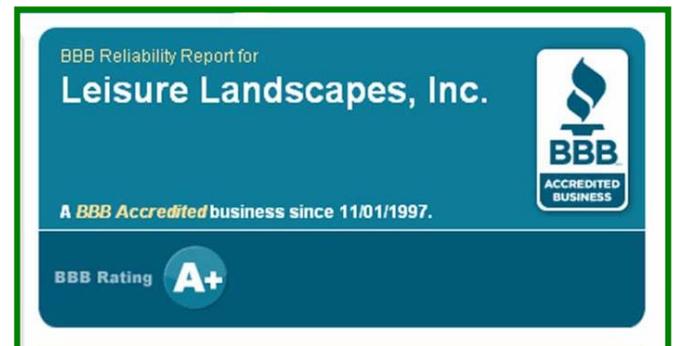
The BBB of Eastern North Carolina has launched the new version, which replaces the prior scale of "satisfactory" and "unsatisfactory" with a more comprehensive letter grade scale (A+ through F).

Both BBB Accredited Businesses and non-accredited businesses in the BBB's database will be assigned a letter grade based on a computer-generated formula that takes into account 16 different factors. In most cases, complaint history will drive a business' letter-grade rating. Nearly 85 percent of the scoring will be determined by consumer-reported complaints that have been assessed by BBB with a focus on the number of complaints, the severity of complaints and how a business resolves complaints.

The letter-grade ratings system has been under development for more than a year and is designed to help consumers identify and compare businesses more easily and quickly. And, when it is launched, it will rival the many web consumer review sites that are based on subjective, and sometimes biased, reviews. The new BBB ratings system is based on industry standards and is developed using objective information and actual incidences of a business' behavior that are evaluated by BBB professionals.

"We are excited about this new ratings system" says Paul Martin, CEO of Leisure Landscapes. "It recognizes those companies, such as ourselves, that focus on consistent customer service."

For consumers, BBB Accreditation remains the most reliable way for them to identify trustworthy businesses. The combination of BBB Accreditation status and BBB Reliability Reports™ is the resource consumers should start with when they are looking for trustworthy businesses.



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