

VETERANS OUTREACH

Veterans Gaining Toehold on Economy With Franchise Ownership

Discount purchase program on path to break 2,000 mark in 2010.



VET★FRAN

Veterans Transition Franchise Initiative

America's military veterans haven't been sitting idly by hoping the economy will improve, according to the International Franchise Association, which reports that sales of franchise-small businesses to former military personnel through its award-winning "VetFran" program have reached 1,778, an increase of more than 250 since last fall. And the association reports that there are nearly 250 other sales currently under negotiation.

"This is an important milestone for the VetFran program," said IFA Chairman Ken Walker, CFE, chairman and CEO of Driven Brands. "As more and more veterans learn how franchising can help them get into business for themselves and start a new career after their military service, this program will continue to grow."

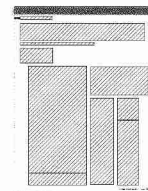
Since 2002, the Veterans Transition Franchise Initiative, as the program is formally known, has enabled honorably-discharged veterans to apply discounts or other financial incentives to the purchase price of franchises in a wide variety of industries, ranging from auto repair services to restaurants to commercial and residential cleaning concepts.

Endorsed by the U.S. Dept. of Veterans Affairs, VetFran today is supported by nearly 400 companies that are members of IFA. Some franchises offer veterans reductions of the initial franchise fee; others provide discounted inventories or waive certain franchise fees.

Last month, the association's International Franchise Expo opened at the Washington, D.C. Convention Center for a three-day trade show that featured hundreds of franchise concepts on display where future franchisees got a closer look at the popular brands and met with company representatives to gather key information about possible purchase.

Veterans were admitted to the event without charge and invited to attend a special, free seminar "Franchising 101 for Veterans" which was conducted by veterans who are experts in franchising, including some who have purchased franchises by using the VetFran discounts.

Veteran-attendees were encouraged to look for the VetFran



symbol which was prominently displayed on the booths of participating companies. Additional details about the VetFran program, including a list of the participating companies and the discounts they offer, can be viewed at www.franchise.org. Free copies of IFA's April *Franchising World* magazine were also distributed during the trade show which featured the program and offered profiles of veterans who are enjoying their franchise-business experience.

Recognized by VA's Center for Veterans Enterprise as a "Champion of Free Enterprise," VetFran has also been honored by the American Society of Association Executives. The program is a volunteer effort conducted by the association and its members; it receives no federal funding.

VetFran participating companies include:

@WORK Franchise
 @WORK HelpingHands Services
 @Work Medical Services
 @WORK Personnel Services
 1-800-DryClean
 1-800-GOT-JUNK?
 7-Eleven
 AAMCO Transmissions
 Above Grade Level
 Accessible Home Health Care
 ACFN
 Action COACH USA
 Advanced Maintenance
 AdvCoach
 Aero-Colours
 Aire Serv Heating & Air Conditioning
 All Tune & Lube
 Allegra Print & Imaging
 AlphaGraphics
 Alta Mere Window Tinting and Auto Alarms
 Alternative Board
 Always Best Care Senior Services
 American Leak Detection
 American Poolplayers Association
 AmeriSpec
 Andy OnCall
 Anytime Fitness
 Archadeck
 Arthur Treacher's Fish and Chips
 Assisting Hands Home Care
 ATAX
 Athlete's Foot
 Auntie Anne's
 AutoQual USA
 Bark Busters
 Barmetrix
 Baskin-Robbins
 Batteries Plus
 Bearclaw Coffee Company
 Beauty Supply Outlet
 BeneTrends*
 Best Coupon Book
 Billboard Connection
 Birthflowers.com
 Bookkeeping Express
 Brightstar Franchising
 Buck's Pizza
 Budget Blinds

Business Partner
 Camp Bow Wow
 Candy Bouquet
 Caring Transitions
 Cartridge World
 Caruso's Sandwich Company
 Carvel
 Case Handyman & Remodeling Services
 Central Bark Doggy Day Care
 Ceremonial Tea Company
 CertaPro Painters
 Checkers Drive-In
 Cheeburger Cheeburger
 Chem-Dry
 Children's Orchard
 Christmas Décor, Inc.
 Gao Mambo
 CiCi's Pizza
 Cinnabon
 Circle K
 City Looks Salons
 Cleaning Authority
 Closet Tailors
 Coffee Beanery
 Coffee Culture
 College Nannies & Tutors
 ColorTyme
 ComForcare Senior Services
 Comfort Keepers
 Complete Nutrition
 ComputerTots/Computer Explorers
 Conspire!
 Cost Cutters Family Hair Care
 Country Place Living
 Cousins Subs
 Coverall Cleaning Concepts
 Creative Colors
 Crestcom
 Critter Control
 Crown Trophy
 Cruise Holidays
 Cruise Planners
 CruiseOne
 Cybertary
 D'Angelo's Grilled Sandwiches
 Décor & You
 Direct Link
 Dogtopia
 Domino's Pizza
 DreamMaker Bath & Kitchen by Worldwide
 Ductz
 Dunkin' Donuts
 Dunn Bros Coffee
 Eagle Tax Services
 East Coast Wings & Grill
 Econo Lube N Tune
 Edible Arrangements
 elements therapeutic massage
 EmbroidMe
 eMed-ID
 Entrepreneur's Source
 Expedia Cruise Ship Center
 Express Employment Professionals
 ExxonMobil
 Fantastic Sams

Fast-Fix Jewelry & Watch Repairs
 Fastsigns
 Fetch! Pet Care Inc.
 Figaro's Italian Pizza
 FiltaFry
 Firespring
 First Choice Business Brokers
 First Choice Haircutters
 FirstLight HomeCare
 Fish Window Cleaning Services
 Fisher Recycling
 Fitness Together
 Flicko's Video Workshop
 Foot Solutions
 FranchiseMart
 FranNet*
 Fresh Coat
 FROOTS
 Furniture Medic
 G'Day! Pet Care
 Glass Doctor
 Goddard Systems
 Gold's Gym
 Good Feet
 Granite Transformations
 Grease Monkey International
 Great American Cookies
 Great Clips
 Griswold Special Care
 Grout Doctor
 Grout Medic
 Growth Coach
 Guier Fence
 Gym Station
 Gymboree Play & Music
 Haagen-Dazs Shoppe Co.
 Hand and Stone Massage Spa
 Handyman Connection
 Handyman Matters
 Happy & Healthy Products
 HART Health Franchising
 HMA Franchise Systems
 Hollywood Tan
 Home Health Mates
 Home Helpers
 Home Instead Senior Care
 HomeMag Franchising
 HomeTeam Inspection Service
 HometownTimes.com
 Homewatch CareGivers
 Homewell Senior Care
 Honey Dew Donuts
 HoneyBaked Ham Company and Cafe
 House Doctors
 i9 Sports
 Ident-A-Kid
 Impressions On The Go
 InfoGlobe
 Inspect-It 1st Property Inspection
 Instant Imprints
 Instant Tax Service
 Interim HealthCare
 INTERIORS by Decorating Den
 Jan-Pro
 Jet-Black International
 Juice It Up
 Jump On In
 JumpBunch
 Jungle Quest

		As of April 28, 2010	
K & N Mobile Franchising	Oxi Fresh Franchising	SightMind	*IFA Supplier Forum Member
Kennedy's All-American Barber Club	Paciugo Italian Gelato & Caffè	Sign*A*Rama	
Kiddie Academy	Packaging Store	Signs By Tomorrow	
KidzArt	Padgett Business Services	Signs Now	
Kilwin's Chocolates	Pak Mail	Sir Grout	
Kinderdance International	Papa Gino's	Sir Speedy	
Kwik Kopy	Parcel Plus	Smart Tax	
La Paletera Franchise Systems	Patrice and Associates	SmartView Window Solutions	
Ladybird Academy	Paul Davis Restoration	Smiling Moose Deli	
Lawn Doctor	Personal Training Institute	Smoothie King	
Learning Express	PestMaster	Snap Fitness 24-7	
LearningRx	Pet Butler	Snap-on Tools	
Lemon Heaven	Pet Supplies "Plus"	Soccer Shots	
Lenny's Sub Shop	Pillar to Post	Sparkle	
Liberty Tax Service	PIP Printing and Marketing Services	Spherion	
Line-X Protective Coatings	Pirtek USA	Sport Clips	
Link Staffing Services	Pita Pit	Sports Image	
Liquid Capital	Pizza Inn	Spring-Green Lawn Care	
Little Caesars	Pizza Pan	Steak-Out Franchising	
MAACO Franchising	Pizza Schmizza	Stratus Building Solutions	
Mackenzie River Pizza Co.	Plan Ahead Events	Submarina	
Maggie Moo's	Planet Beach	Sunshine Grounds Care	
Magicuts	PMD Furniture Direct	Sunshine Pack and Ship	
Maid Brigade	Pop-A-Lock	SuperCoups	
MaidPro	Popeyes	Supercuts	
MAIDS	PostalAnnex+	Sylvan Learning	
Manhattan Bagel	PostNet	Tasti D-Lite	
Marble Slab	Power Hydrodynamics	TCBY	
Marco's Pizza	Precision Tune Auto Care	TeamLogic IT	
Mars Venus Coaching	Pretzelmaker	Teriyaki Experience	
Masala Bowl	PrintWear Xpress	Tinder Box	
Massage Envy	Pro-Cuts	Tint World	
Matco Tools	Proshred	Togo's Eatery	
Mathnasium	Protect Painters	Topper's Pizza	
Max Muscles Sports Nutrition	Pudgie's Famous Chicken	Touching Hearts at Home	
Medifast	Purosystems	Tropical Smoothie Café	
Meineke	Rainbow International Restoration and Cleaning	TRUFOODS	
Merry Maids	Rapid Refill	Truly Nolen	
Miami Subs	Red Mango	TSS Photography	
Microtel Inns & Suites	REGIS Corporation	Tutoring Center	
Midas	Relax the Back	Two Men And A Truck	
Millex Tune-Up and Brakes	Renew Softwash	U.S. Lawns	
MilliCare	RetroTax	Union Ergonomics	
Moe's Southwest Grill	Right At Home	Unishippers	
Molly Maid	RightTime KiDS	United Check Cashing	
Money Mailer	RimTyme	UPS Store	
Mosquito Squad	Rita's Water Ice	USA Insulation	
Mountain Mudd Expresso	Ritter's Frozen Custard	Valpak	
Mr. Appliance	Rolly Pollies	Vanguard Cleaning Systems	
Mr. Electric	Roni Deutch Tax Center	Villa Pizza	
Mr. Handyman	Salsarita's	Vino 100	
Mr. Rooter Plumbing	Sandler Training	Visiting Angels	
Mr. Transmission	Sarah Adult Day Services	Vocelli Pizza	
Mrs. Fields	Sargo's Subs	VR Business Brokers	
MTO Cleaning Service	Sarku Japan	Wall Street Deli	
Mullin Law, PC*	Savory Spice Shop	Weed Man	
Multistate Transmissions	Schlotsky's Deli	West Sanitation Services	
Naples Tomato	School of Rock	Wild Bird Centers of America	
Navis Pack & Ship	Scotts Lawn Service	WIN Home Inspection	
Nerd Force	SealMaster	Wing Zone	
NiteLites	Sears Carpet & Air Duct Cleaning	Wireless Zone	
Nutri-Lawn	Seattle's Best Coffee	Wood Re New	
Office Pride	SeekingSitters	WOW Café and Wingery	
Oilerie USA	Seniors Helpers	WSI Internet	
On Target Maintenance	ServiceMaster Company	Yellow VAN Handyman	
OpenWorks	ShelfGenie	Ziebart	
Oreck	Showhomes	Ziiing	
OSBO Franchising	Siegel Capital*	ZIPS Drycleaners	
Outdoor Lighting Perspectives			