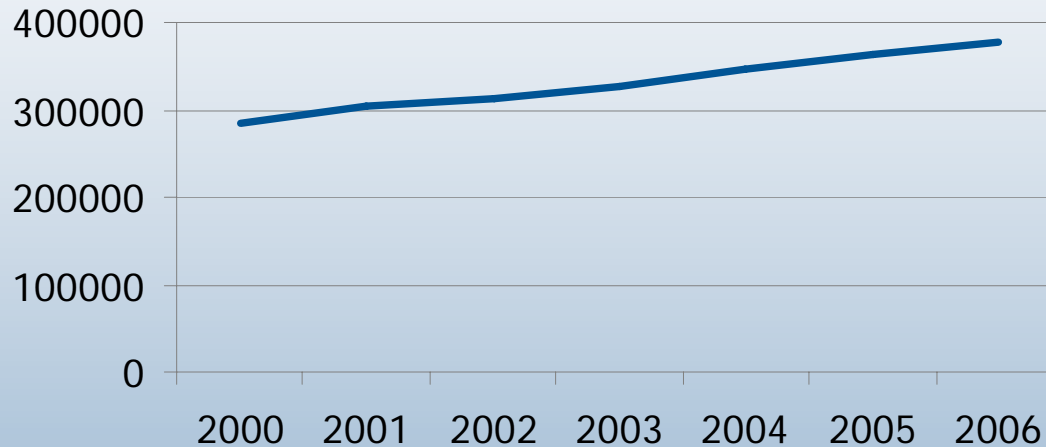


New Franchised Units

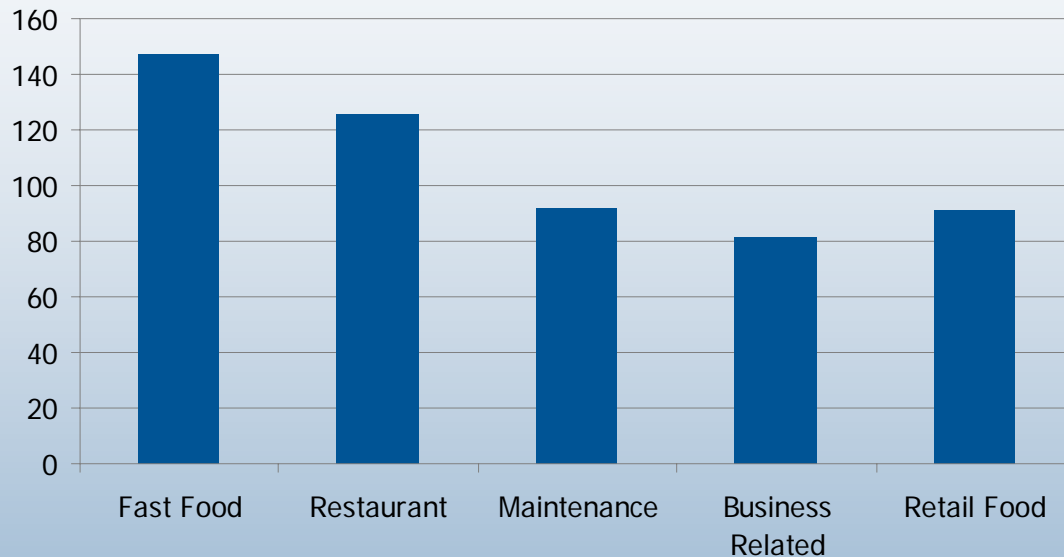
Total Unit Growth 2000 - 2006



- More than 33,000 units were added in 2006

New Franchise Concepts

Top 5 Industries with New Concepts



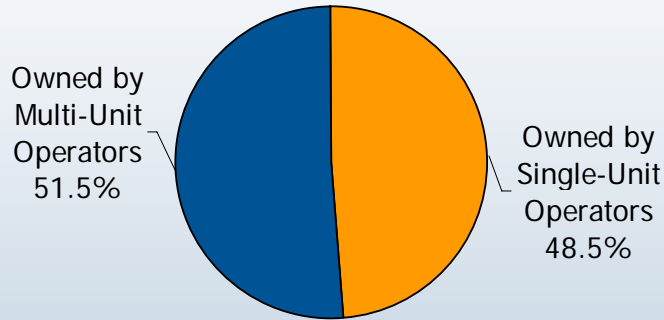
- 779 concepts have started franchising in the past three years
- More competition for franchisees

FRANdata's Franchisee Database

- Database of franchisee contact info from UFOC
- 259,759 addresses from 1314 brands
- 152,943 single-unit operators, 37,031 multi-unit operators
- Identify multi-unit by incorporated entity and principles names

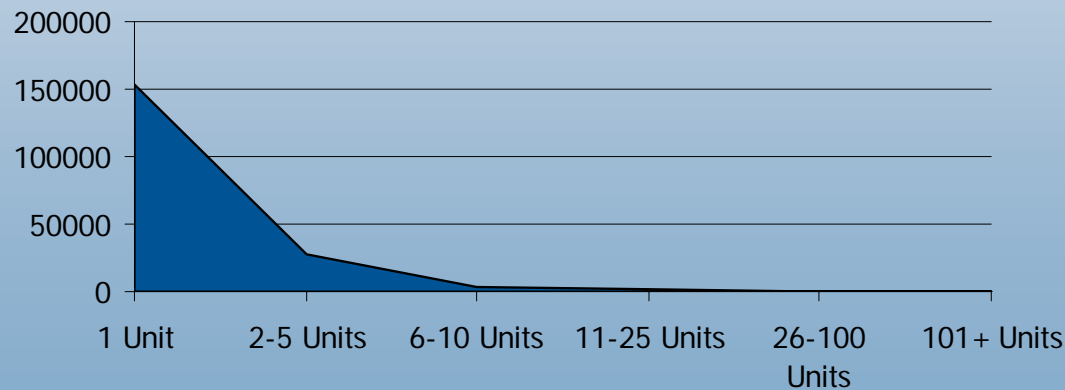
Franchisees

Franchised Unit Ownership



Half of those new units were developed by experienced (multi-unit) franchisees

Franchisees by # Units Owned



Reaching Franchisees

- 7-10% will bounce; 80% won't even open it
- Your message is EVERYTHING!
- Make it easy for them to respond, to show interest
- Direct mail to find interest, follow-up with calls

Even inexperienced prospective franchisees are becoming more sophisticated. Approach your prospectives with a sophisticated message.