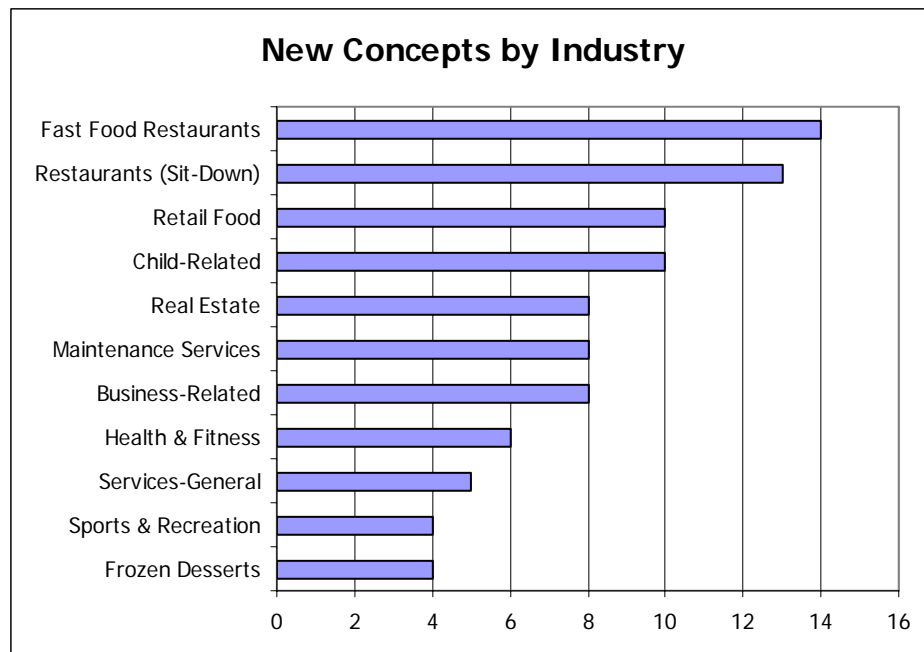


In 2006, FRANdata identified 306 companies that are beginning to franchise their business. In 2005, we identified 294 such companies. Clearly, the pace is not waning. Some of these companies are brand new. Others are well developed companies just beginning to develop a franchise strategy. All of them, however, are in the FRANdata **New Concept Report**.

4th Quarter of 2006 NCR Highlights

- Identified 99 New Concepts in the 4th Quarter
- Representing 23 Different Industries
- 95 new companies, 4 new brands from existing companies

Most Popular Industries in the 4th Quarter



Develop Long Term Alliances. Each of the companies in the New Concept Report needs product and services support to succeed. Most of them have not yet developed long term alliances with suppliers. You have the opportunity to gain early access and grow with them.

The New Concept Report can help you stay competitive. This quarterly report, available on a subscription basis, will keep you abreast of new companies in the franchising world by providing you with crucial, up-to-date information about these franchise systems.

Focus and save on marketing costs. Some franchisors project growing by 130 units this year, while others will have only 16 new units. How much could you save if you are able to concentrate your resources on the biggest opportunity?

Ready to use. The New Concept Report comes with an executive contact list with the contact information of all the decision makers at each New Concept Report franchise.