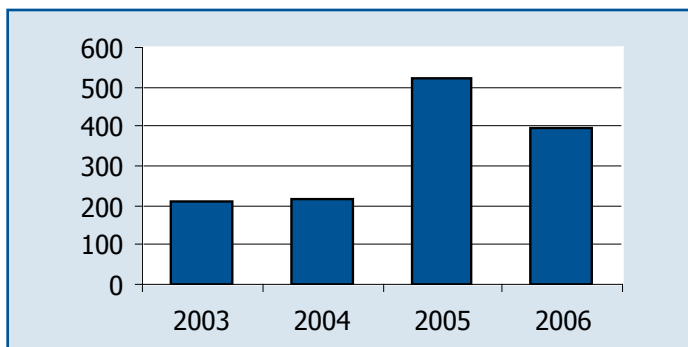


Franchise Research News

306 New Franchise Concepts in 2006 - Are They in Your Rolodex Yet?

Franchising is a rapidly-growing business model with more than 900 concepts created during the past three years, as tracked in the below industry-growth chart.

FRANdata tracks these new franchise systems and provides contact information and analysis in the monthly New Registration List (NRL) and quarterly New Concept Report (NCR).



New franchise systems need product and services support to succeed. Most have not yet developed long-term alliances with suppliers.

Subscribers to these products enjoy early access and marketing advantages to young brands including detailed profiles on each company and executive contact information, which is ready to import into your CRM tool or make labels.

Case Study - iSold It showed up in the NCR 3rd Quarter 2004

- Partnered with Total Resource Group (TRG) at the beginning of their franchise development.
- TRG became the exclusive provider of store build-outs.
- Resulting with TRG building 100 stores for iSold It in 2006

Research Topic: Dunkin' Donuts - A Slam Dunk Growth Strategy?

Dunkin' Donuts recently launched an aggressive expansion campaign, which is being watched by many leaders with a view to incorporating similar strategies into their own brands.

So far, the donut franchise has successfully grown its brand stores 13% from the end of 2002 to the end of 2005. Not only is the brand gaining new stores, it is also decreasing its turnover and cancellation rates each year.

To learn more, check out these reports:

- BANKVIEW Franchise Report: Dunkin' Donuts
- Extended Company Profile Report: Dunkin' Donuts
- 2006 Dunkin' Brands UFOC

Prospective Franchisees Want SBA Financing

The U.S. Small Business Administration (SBA) has guaranteed more than 56,000 franchising-related loans worth more than \$15 billion since 1980.

In order to better process this vast volume of loans, the independent federal agency developed a special program known as the SBA Franchise Registry, which is administered by FRANdata. The Registry program is the only way franchise systems can get nationally pre-approved by the SBA.

More than 600 franchise brands are listed on the Franchise Registry and their franchisees receive expedited loan processing when applying for financial assistance from the SBA.

Industry leaders like Subway, Gold's Gym, Burger King, Postal Annex+, Dunkin' Donuts, Super 8 and Wireless Zone re-sign for the service every year.

To learn more about the benefits of the registry program, which concepts are already participating, and how you can access this program, visit www.franchiseregistry.com.

Upcoming Research Topics

Reporters from such leading media as The New York Times, The Wall Street Journal and The Washington Post often contact FRANData when they need the latest and most reliable statistics on franchising. FRANData is currently working on a special project for The Wall Street Journal listing some of the nation's top-performing concepts. To ensure your company does not miss out on this media opportunity, be sure FRANData has the most current information for your franchise. Contact Olivia Manson at omanson@frandata.com.

Other current research projects include:

- Commercial Cleaning Sector Industry Report
- Public Companies in Franchising, with a ready-to-use contact list of the key executives at public franchise company.

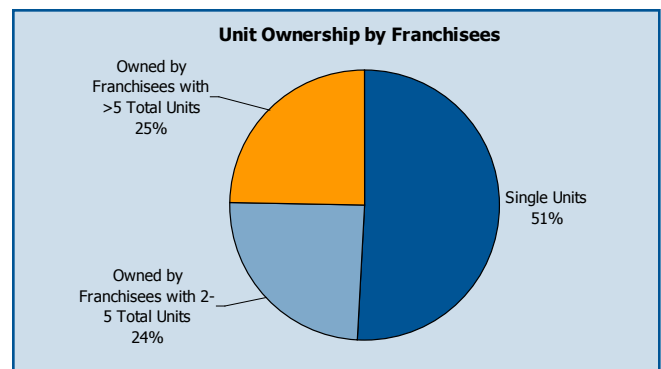
If You Want To Play Big, Then Get The Big Players

Multi-Unit Franchisee List

Nearly half of today's franchise units are owned by multi-unit owners: 24% own two, three or four units, and 25% own more than five.

These multi-unit owners are savvy entrepreneurs who can quickly expand a brand and require larger amounts of supplier services.

Franchisors looking for franchisees with proven growth records can reach out to these entrepreneurs through FRANData-provided contact lists. Suppliers should make sure these heavy-hitters are on their marketing lists.



SUPPLIERS: Here is How You Reach the Nation's Franchise Executives

JOB CODE	# EXECS
Board of Directors	1143
Chief Executive Officer	590
Chief Operating Officer	231
Financial Officer	1168
Franchise Sales/Development Officer	1576
General Counsel	337
Human Resources Officer	107
Information Systems Officer	153
Marketing Officer	640
Operations Officer	3905
President	1536
Real Estate/Construction Officer	200
Training Officer	397

You may have the best service in the world, but unless you are getting your information into the right hands, you may be missing your opportunity.

FRANData can help you access more than 10,000 of the nation's leading franchise executives. Our executive team distribution lists include contact information for decision-makers from every active franchise in the nation.

FRANCHISORS: Here is How You Reach the Best Prospects for Store Growth

Using the power of FRANData's database, the most extensive listing of contact and profile information for franchisors and franchisees in the world, we can help you narrow the audience to those who fit your ideal prospect criteria.

You can import FRANData's lists into your CRM tool to make mailing labels and personalized letters for a direct mailing campaign, or you can use the lists, which include telephone numbers, for a telephone sales campaign.

Targeted Marketing - A Case Study

Valpak is one of the nation's leaders in the direct marketing sector with more than 200 franchises providing their advertisers with monthly access to more than 40 million homes. When it comes to targeted marketing, they have brought interpreting and capitalizing data to a whole new level.

FRANdata intelligence helped Valpak grow its business:

By subscribing to the quarterly New Concept Report, Valpak identifies emerging concepts so it can stay ahead of the curve

Instead of competing with other franchisors, Valpak partners with them to help build their businesses. FRANdata provides UFOC reports to help the company determine which of the many franchise systems are most likely to yield a profitable partnership.

Marketing Reports help Valpak evaluate and meet the unique needs of each franchise partner. This provides Valpak franchisees not only with qualified prospects but the appropriate programs to build successful and long-lasting relationships.

By subscribing to the quarterly New Concept Report, Valpak identifies emerging concepts so it can stay ahead of the curve and become an integral part of the growth and success of new concepts.

FRANdata provides Valpak with the information it needs to market strategically, build relationships with other franchise systems, and remain at the top of their field.

Research Projects - a Case Study

International Dairy Queen (IDQ), which is headquartered in Minneapolis, Minn., develops licenses and services a system of more than 5,600 Dairy Queen® stores in the United States, Canada and other foreign countries, offering dairy desserts, hamburgers, hot dogs and beverages. IDQ is part of the Berkshire Hathaway family, a company owned by Warren Buffett, the legendary investor and CEO of Berkshire Hathaway. Following the successful roll out of DQ Grill & Chill®, Dairy Queen's quick-service food concept that features an all new expanded menu and newly designed restaurant interiors, Dairy Queen began testing the DQ® Orange Julius® concept in August 2005. DQ Orange Julius blends a sleek, new look with the feel of a traditional ice cream treat shop and offers an expanded treat menu that includes traditional DQ favorites, the Orange Julius line of smoothies and fruit drinks, and new signature desserts and sundaes.

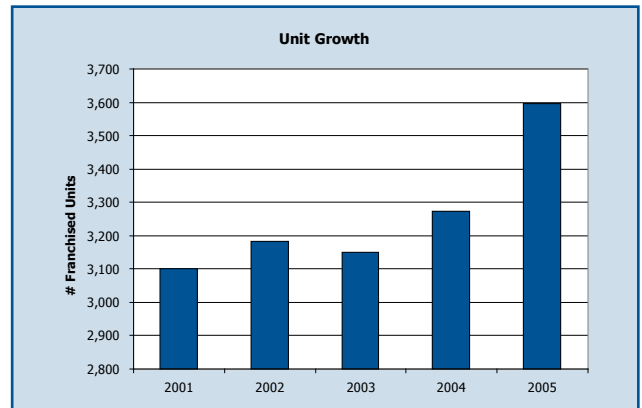
To build on the successful rollout of its flagship concept DQ Grill & Chill, Dairy Queen partnered with FRANdata and found creative ways to increase new store development. FRANdata provided the growing concept with contact lists of industry franchisees, who had already proven themselves in the business model and who would likely want to purchase an additional brand. They have already received a significant number of inbound calls from their first mailing, and are particularly pleased with the high caliber of potential franchisees who have responded.

DQ Grill & Chill, Dairy Queen partnered with FRANdata and found creative ways to increase new store development

BANKVIEW Series

In the business of extending credit, being right can be lucrative, being wrong can be costly, being unaware can be devastating. Being regularly updated is being smart. The BANKVIEW series reports on growth and risk factors of franchises for the banking and financial services community.

These extensive reports examine growth strategy, performance trends, average unit volume, system unit growth, new unit development, unit turnover data, legal actions, initial investment cost and financials, and more.



Profiles of Individual Franchises

The SBA loan-guarantee data included is a unique insight into franchisee performance that can only be found in FRANdata reports.

Whether you are deciding to partner with a system or market to it, you need to learn about the individual franchise you plan to approach. FRANdata provides different ways to examine a franchise system, and includes performance information that is not available in the UFOC.

information that helps define the franchisor-franchisee relationship such as franchise and royalty fees, earnings claims, SBA loan guarantee experience, franchisor financing programs and unit turnover trends. The SBA loan-guarantee data included in the company profile is a unique insight into franchisee performance that can only be found in FRANdata reports.

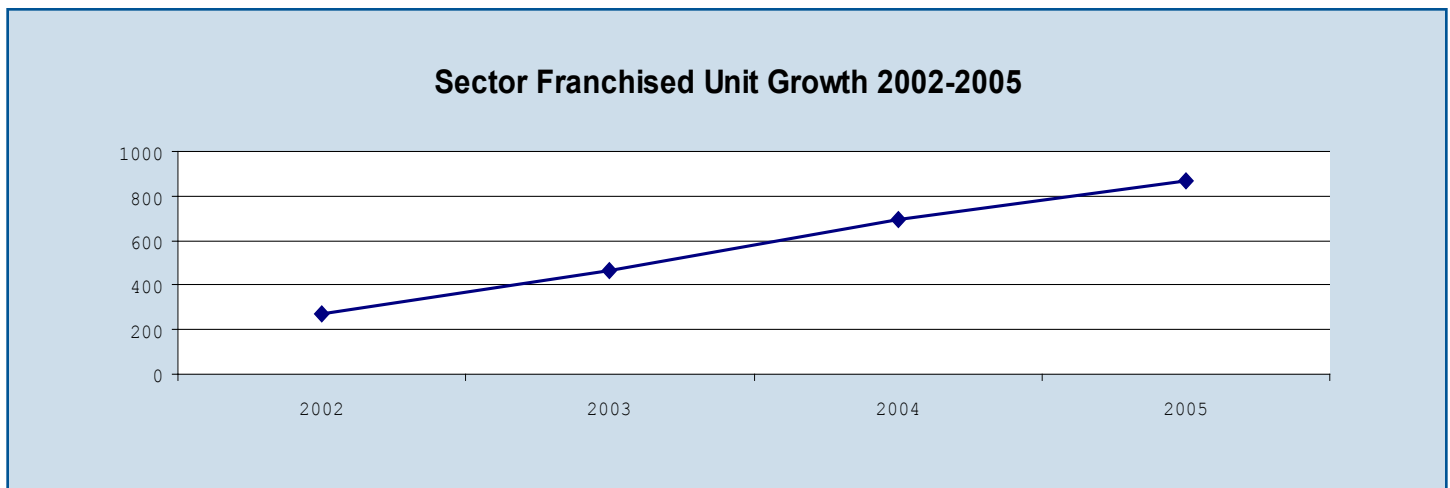
The Company Profile is an information-packed report, which includes information that helps define the franchisor's viability such as its general business model, business experience, unit growth trends and financial performance. It also includes

Industry Report Series – Comparing Apples to Apples

Franchising has boomed during the last several years, with some industries growing faster than others. The business consulting industry, for example, grew 221% from 2002-2005, outpacing other industries such as the residential cleaning industry, which grew 47% percent in the past five years, and the travel industry, which had negative growth.

The business consulting industry grew 221% from 2002-2005

An industry report can help you better understand your concept growth, royalty rates, fees, initial investments and terms within the more relevant benchmarks of its industry.



Selection of FRANdata Research

The following is a representative sample of information available. To learn about research not listed here, contact us at 800.485.9570. All products listed are delivered as downloadable files unless otherwise requested.

New Franchise Concepts

<input type="checkbox"/> 4th Quarter 2006 New Concept Report	\$700.00
<input type="checkbox"/> 1st Quarter 2007 New Concept Report (available in April)	\$750.00
<input type="checkbox"/> Annual New Concept Report Subscription	\$2,500.00
<input type="checkbox"/> February 2007 New Registration List	\$200.00
<input type="checkbox"/> Annual New Registration List Subscription	\$2,500.00

Selection of Franchise Profile Reports (Profiles for Any Franchise System Available Upon Request)

<input type="checkbox"/> Huntington Learning Center WSJ Snapshot Report	\$19.99
<input type="checkbox"/> Two Men and a Truck WSJ Snapshot Report	\$19.99
<input type="checkbox"/> UPS Store Company Profile Report for 2006	\$199.00
<input type="checkbox"/> Qdoba Mexican Grill Company Profile for 2006	\$199.00
<input type="checkbox"/> 7-Eleven Extended Company Profile Report for 2006	\$399.00
<input type="checkbox"/> Blockbuster Video Extended Company Profile Report for 2006	\$399.00
<input type="checkbox"/> BANKVIEW: Dunkin' Donuts Financial Report for 2006	\$499.00

Selection of Industry Reports (Other Industry Reports Available Upon Request)

<input type="checkbox"/> Business Consulting Industry – Franchising Activity	\$499.00
<input type="checkbox"/> Franchising in the Maids Services/Residential Cleaning Industry	\$750.00
<input type="checkbox"/> Financial Addendum to Residential Cleaning Industry Report	\$200.00
<input type="checkbox"/> Pizza Sector Study: Fee Comparison Report	\$299.00
<input type="checkbox"/> Royalty & Advertising Fees: Comparing 50 QSR Franchises	\$900.00
<input type="checkbox"/> Franchising in the Commercial Cleaning Industry	\$750.00

Selection of Contact Lists (Custom Selects are Available Upon Request)

<input type="checkbox"/> Executives from All Active Franchisors	\$1,200.00
<input type="checkbox"/> Franchise Sales & Marketing Executives	\$750.00
<input type="checkbox"/> Database of Multi-Unit Food Franchisees	\$14,761.00
<input type="checkbox"/> Database of Multi-Unit Retail Franchisees	\$1,014.00
<input type="checkbox"/> Database of Multi-Unit Service Business Franchisees	\$2,445.00

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1655 North Fort Myer Drive, Suite 410
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About FRANdata

FRANdata, www.frandata.com, is an independent research company that receives no advertising or other fee arrangements that might influence its objectivity. The Arlington, Virginia-based company has been supplying information and analysis for the franchising sector since 1989 and is often cited as an expert in such leading media as The New York Times, The Wall Street Journal and The Washington Post.

Contact Information

To request additional information or arrange for research contact:

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www.franchiseregistry.com