

PRESS RELEASE
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For Immediate Release

Contact:
Amy Bannon
Direct Line, 202-789-1940
Cell Phone, 202-271-3818

FRANdata CEO Appointed to International Franchise Association (IFA) Board of Directors



(WASHINGTON) -- FRANdata President and CEO Darrell Johnson has been named to the International Franchise Association Board of Directors. His term will begin Feb. 8 at the conclusion of the IFA 50th Annual Convention.

Johnson has more than 25 years of experience in the franchise and banking industry and draws on the FRANdata database, the most comprehensive collection of franchise statistics and performance metrics available, to provide cutting-edge insights and analysis into the franchise industry. It was Johnson who forecasted the banking crisis back in 2007--a year before it happened--and he created the Bank Credit Report, a FRANdata product to help franchise systems weather the bad economy and bolster their loan application packages.

Prior to a management buy-out of Arlington, Va.-based FRANdata in 2004 from his previous employer, the National Cooperative Bank, Johnson was part of NCB's executive team. At NCB he managed FRANdata along with several other NCB business ventures, started an SBA lending unit, developed small business lending teams for cooperative and franchise organizations, established an equity investment program for cooperative businesses, and managed a healthcare lending team.

His career spans information services, commercial banking, investment banking, and federal financial regulation. Before joining NCB in 1992, he was an investment banker specializing in mergers, acquisitions, and financial advisory services for middle market companies. Johnson was a founder of the investment banking subsidiary of a regional commercial bank (now part of Bank of America) and also worked in several independent advisory firms. Earlier in his career, he was an economist and later the director of special examinations for a federal financial regulatory agency.

The McLean, Va.- resident has served on a number of private company and non-profit business boards. He received his MBA from Wharton School, University of Pennsylvania and a master's degree in economics from Montana State University. He is a Certified Franchise Executive.

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About the International Franchise Association

The International Franchise Association, the world's oldest and largest organization representing franchising, is the preeminent voice and acknowledged leader for the industry worldwide. Approaching a half-century of service with a growing membership of more than 1,200 franchise systems, 10,000-plus franchisees and more than 500 firms that supply goods and services to the industry, IFA protects, enhances and promotes franchising by advancing the values of integrity, respect, trust, commitment to excellence, honesty and diversity. For more information, visit the IFA Web site at www.franchise.org.

About FRANdata

FRANdata (www.frandata.com) is an independent research company that tracks and analyzes the franchise industry. The Arlington, Va.-based company was founded in 1989 and receives no advertising or other fee arrangements that might influence its objectivity. FRANdata is often cited as an expert in such leading media as The New York Times, The Wall Street Journal and The Washington Post. FRANdata manages the SBA Franchise Registry (www.franchiseregistry.com).