

PRESS RELEASE
5/4/2016

For Immediate Release
Contact:

The IFA and FRANdata Continue Strategic Research Partnership

ARLINGTON, April 28-- International Franchise Association and FRANdata will continue their strategic research partnership into 2016. This ongoing partnership provides the IFA with access to the information, analytics and strategic expertise offered by FRANdata, the leading research and advisory company that conducts comprehensive research on franchising activity in the U.S. and Australia.

This research partnership will continue to examine issues that are important to IFA's membership and the franchising community -- such as the role franchise companies play in employing and training workers in our economy, the growth and performance of the business model, new franchise concepts and trends in franchising and the impact of legislation and regulation on franchising.

"We are extremely proud to be a beneficial partner in supporting not only the IFA but also the franchising community as a whole through our work in analyzing and studying the future of franchising," said Darrell Johnson CFE, CEO of FRANdata. "We are privileged to be able to provide information and analysis to guide the IFA in its mission to educate the public about franchising and the impact that regulatory, legislative and economic conditions have on the future of the companies that franchise and the small business franchisees that operate under that model."

"Our partnership with FRANdata supports our efforts to create greater awareness and understanding of franchising by the public, the media and policymakers," said IFA President & CEO Robert Cresanti, CFE. "This relationship provides access to FRANdata's full suite of research capabilities including database analysis and access to the world's largest library (nearly 500,000 items) of franchise disclosure documents and other source documentation."

"The collaboration between IFA and FRANdata has also resulted in identifying new areas of research that will help IFA members and others improve industry practices, overcome challenges and maximize opportunities for growth and development," said Edith Wiseman, president of FRANdata. "FRANdata uses its unmatched database, team of expert analysts, and more than a quarter century of experience to promote the industry, improve the performance and planning of franchisor, and increase economic activity across the whole franchising ecosystem."

About FRANData

FRANData is the leading independent research and advisory company that focuses solely on tracking and analyzing franchise companies and their performance. Leveraging the largest database of franchise information in the world, FRANData provides their clients with the most comprehensive and in-depth analysis of franchise businesses and their corresponding industries' available. FRANData is proud to be a strategic partner of the International Franchise Association (IFA) and continues to provide business intelligence tools to lenders, franchisees, franchisors, franchise suppliers, educational institutions and government agencies. FRANData is often cited as an expert in such leading media as The New York Times, The Wall Street Journal and Forbes. Additional information is available on the company's website, www.frandata.com

About the International Franchise Association

Celebrating 56 years of excellence, education and advocacy, the International Franchise Association is the world's oldest and largest organization representing franchising worldwide. IFA works through its government relations and public policy, media relations and educational programs to protect, enhance and promote franchising and the more than 790,000 franchise establishments that support 9.1million direct jobs, \$944 billion of economic output for the U.S. economy and 3 percent of the Gross Domestic Product (GDP). IFA members include franchise companies in over 300 different business format categories, individual franchisees and companies that support the industry in marketing, law, technology and business development.