



REACHING MORE
BUSINESS BUYERS
EVERY DAY

A FASTER, BETTER, LESS EXPENSIVE PATH TO ONLINE FRANCHISE RECRUITMENT

FRANCHISE SOLUTIONS GIVES YOU ONE OF **THE FASTEST AND LEAST EXPENSIVE**

WAYS TO REACH MILLIONS OF ASPIRING BUSINESS OWNERS EACH YEAR,

DELIVERING CANDIDATES DIRECTLY TO YOUR IN-BOX DAY AFTER DAY.

OUR ONLINE EXPERTISE MEANS BETTER RESULTS FOR YOU

FRANCHISE SOLUTIONS IS MORE THAN JUST AN ADVERTISING VENUE. YOUR

ACCOUNT TEAM WORKS EVERY DAY TO IMPROVE YOUR RESULTS. **WHAT ARE THE**

RESULTS? SIMPLY STATED, DELIVERING MORE INQUIRIES THAT CREATE

MEANINGFUL SALES ACTIVITY AND LOWER YOUR RECRUITMENT COSTS. **WE KNOW**

THE ONLINE LANDSCAPE. **MORE AND MORE FRANCHISE BUYERS ARE SHOPPING**

ONLINE EVERY DAY. LET US HELP YOU GET YOUR SHARE.

CASTING A WIDE — AND HIGHLY TARGETED — NET

WHERE ARE TODAY'S ONLINE BUYERS? WHERE WILL THEY BE TOMORROW? AT

FRANCHISE SOLUTIONS, THESE ARE QUESTIONS WE NEVER STOP ASKING. WE

PRIDE OURSELVES IN DELIVERING QUALITY FRANCHISE OPPORTUNITY

CONTENT TO TARGETED AUDIENCES WORLDWIDE. ON YOUR BEHALF, **FRANCHISE**

SOLUTIONS HAS ESTABLISHED PARTNERSHIPS WITH THE WORLD'S LEADING

ONLINE SMALL BUSINESS RESOURCES. THE POWERFUL FRANCHISE SOLUTIONS

NETWORK EXTENDS YOUR MARKET REACH IN A MEANINGFUL WAY — TO A HIGH

VOLUME OF ASPIRING BUSINESS OWNERS AT THE PRECISE MOMENT THAT THEY

ARE RESEARCHING FRANCHISE OWNERSHIP.

***“Planet Beach
has been advertising with
FranchiseSolutions.com
since 2003, and
FranchiseSolutionsforWomen.com
since 2004. The lead flow from both
placements is abundant, requested
updates are made in a timely manner,
and Kim [our client consultant] is
always accessible. You can't afford to
not advertise with them.”***

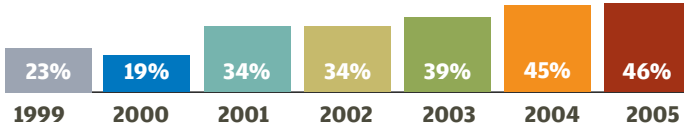
***— Laura Lott, Planet Beach
Franchising Corp.***

Call toll-free 1-800-898-4455

THE MARKET

The Success of Online Recruiting Continues*

Percent of signed franchise agreements that were derived from Internet leads throughout the world.



Number of inquiries increased over previous year by:

2004: 31%

2005: 42%

Lead quality increased over previous year:

2004: 67%

2005: 58%

*Franchise Update's 7th Annual Lead Generation Survey

PRODUCTS

The Franchise Solutions Network

Franchise Solutions' Partner Network helps you target qualified prospects as they browse their favorite online resources for small business and franchise opportunity information. For less than what it would cost you to advertise on one popular keyword on a search engine for one week, you can advertise on the Franchise Solutions Network for months. **Start targeting serious prospects who are right for your opportunity today, effectively and affordably.**

Our network includes many small business destination partners, and features these high-profile properties:

- FranchiseSolutions.com
- USATODAY.com
- BlackEnterprise.com
- HispanicBusiness.com

Franchise Solutions

www.FranchiseSolutions.com

Our flagship website has been **connecting franchise and business opportunities with future business owners since 1996**. This portal features hundreds of franchise opportunities and powers the Franchise Solutions Network with a time-tested design and functionality proven to generate quality inquiries for our advertisers. FranchiseSolutions.com attracts site visitors by utilizing first- and second-tier search engines, partner sites, targeted email campaigns, and search engine optimization strategies.

Franchise Solutions for Women

www.WomensFranchises.com

www.FranchiseSolutionsforWomen.com

Franchise Solutions' women's portal was launched in 2004 in response to franchisor demand to attract **the fastest growing segment of small business investors — women**. Franchise Solutions for Women uses real-life success stories to present your concept in the most credible, highly differentiated means possible. These

testimonials motivate site visitors to learn about how they can enjoy similar success, and this means more quality inquiries for you. Franchise Solutions for Women is an exclusive opportunity site, which means that advertising inventory is limited. Instead of advertising against several hundred competing concepts, your opportunity will remain highly visible to site visitors, making exposure on this site a unique part of your online recruitment campaign.

“Franchise Solutions allowed us to thoroughly research all of our options for a new business investment resulting in an educated and confident decision.”

— Roe & Ed G. purchased a House Doctors franchise

Veteran Franchises

www.VeteranFranchises.com

Franchisors seeking motivated and disciplined owners that effectively follow a system have discovered that former military personnel fit the bill. This select group of individuals is well suited to business ownership for many reasons and now you can target them by advertising on VeteranFranchises.com.

VeteranFranchises.com was developed in 2006 in response to the massive market demand to **target today's hottest segment of franchise buyers**; former members of the military and their families. VeteranFranchises.com is the best way to get in front of the most sought after niche group of future business owners that can take your franchise system to the next level.

State Franchises

www.StateFranchises.com

Are you a new franchisor targeting specific states, or a mature franchisor with limited territory availability? StateFranchises.com is a targeted online recruitment offering that **allows franchises and business opportunities to easily attract qualified applicants in specific states or regions**. This offering is ideal for new franchises or businesses that are ramping up in certain territories, or for more established franchise systems or business re-sales situations where only a few locations are for sale. StateFranchises.com may be used to advertise single locations, as it presents a cost-effective alternative to running classified ads, listing with brokers, or using online franchise directories that charge for national level exposure.

“Military service instills a sense of integrity and leadership in people. And a sense of teamwork. Many general traits, like being able to think on one’s feet, are also integral to successful franchisees.”
-Joe Lindenmayer
President of TSS Photography & veteran

Franchises International

www.FranchisesInternational.com

If you are like most sellers of franchise and business opportunities, you have seen an increased interest in your concept from international prospects. Have you responded with a global development strategy, targeting the countries that are right for you? This offering is **ideal for franchises or business opportunities that are new to certain countries, or for more established franchise systems where only a few international territories are for sale.**

FranchisesInternational.com asks prospects to specify their country and investment range up front, for an added level of prospect qualification. Country-specific websites demand global- and country-specific traffic generation strategies to route international prospects to your opportunity. FranchisesInternational.com combines U.S. search engines, international search engines, country-specific linking partners, and natural search results to deliver the right international buyers to you.

Email Newsletter Series

Not only does Franchise Solutions bring qualified candidates to you, we also allow you to bring your opportunity directly to them. Building on a track record of success, Franchise Solutions has **expanded its inventory of email placements to provide clients with more options for boosting lead generation, literally overnight.** Many clients have chosen to complement their campaigns by advertising once a month

in one or more of Franchise Solutions' email newsletters.

Ask your Client

Consultant about how you can reserve email placements, each designed to get your opportunity in front of targeted prospects.

*“Thanks
Franchise Solutions
for leading me to Interiors
by Decorating Den!”*

*— D. Lambert purchased an
Interiors by Decorating
Den franchise*

The Navigator

Sent twice monthly, this email newsletter **features your opportunity in highly visible text links, limited to a select number of advertisers** each week for maximum exposure and response. Text links have been proven to effectively attract email recipients and encourage them to click through to your custom landing page on FranchiseSolutions.com.

The SheZine

Women continue to outpace men in opening small businesses, and the SheZine email allows you to reach this high-growth segment of franchise investors. If yours is one of the many franchises that thrives under female ownership, we recommend your participation in the SheZine. Our own franchise editor will **interview one of your successful female franchisees for a feature interview that runs in the SheZine for the entire month!** The SheZine is sent monthly to our subscriber list and weekly to new subscribers.

The Friday Email

Launched in 2003, the Friday Email is a great way to target busy, active people who do most of their online franchise research from Friday to Sunday. With a text-based format, our editors shake up the content each week to stimulate lead generation. **Each email leverages a new theme that highlights industries, investment levels, and other differentiators that draw attention to your opportunity.** Listings are limited to a select number of advertisers to maximize exposure and response.

“I contacted Press-A-Print, bought membership, equipment, training etc., and am fully satisfied. Thanks for putting me in touch with them.”

—Greg S. purchased a Press-A-Print business

THE MOST DIVERSE REACH IN THE INDUSTRY

Franchise Solutions offers a set of online recruitment solutions that are specific to your development needs. Your Client Consultant will review the optimal product set based on your development objectives and desired market reach, geo-targeting, and demographics. Work with Franchise Solutions to develop a marketing package that produces the results you deserve.

	ESTABLISHED BRAND	GROWING BRAND	DEVELOPING NATIONALLY	DEVELOPING IN CERTAIN STATES	DEVELOPING INTERNATIONALLY
Franchise Solutions Network	●	●	●		◐
Franchise Solutions	●	●	●		◐
Franchise Solutions for Women	●	●	●		
Veteran Franchises	●	●	●		◐
State Franchises	●	●		●	
Franchises International	●	●			●
email Newsletter Series	●	●	●		◐

T | 800-898-4455

F | 603-430-2942

E | info@franchisesolutions.com

www.MyFranchiseSolutions.com

Franchise Solutions, Inc.

222 International Drive, Suite 195

Portsmouth, New Hampshire

03801

Call toll-free 1-800-898-4455



Franchise Solutions, Inc.
222 International Drive, Suite 195
Portsmouth, New Hampshire
03801

T | 800-898-4455
F | 603-430-2942
E | info@franchisesolutions.com
www.MyFranchiseSolutions.com