

Join the World Franchising network and take advantage of the most efficient and cost-effective way to promote your franchise system to prospective franchisees.



WorldFranchising.com is the definitive guide to the world of franchising. The website includes detailed profiles on over 1,200 North American franchisors, franchise attorneys, consultants and service providers. All listings are current and sortable by multiple criteria.

WEBSITES AND PUBLICATIONS

Our websites and publications include:

WEBSITES	FOCUS
WorldFranchising.com	Portal Site; More Than 1,000 Detailed North American Franchisor Profiles
MinorityFranchising.com	More than 500 Franchisors Seeking Minority Franchisees
FranchisingAttorney.com	Listing of Franchise Attorneys
FranchisingConsultant.com	Listing of Franchise Consultants and Service Providers
FranchiseIntl.com	International Franchisor Profiles
UFOCs.com	Over 20,000 UFOCs dating back to 1990

PUBLICATIONS	FOCUS
<i>Bond's Franchise Guide</i> – Annual	Directory of Franchisors, Franchise Attorneys, Consultants and Service Providers
<i>"How Much Can I Make?"</i> – Annual	Over 116 Recent Earnings Claim Statements
<i>Bond's Top 100 Franchises</i> – Annual	Detailed Analysis of Top Franchises
<i>Minority Franchise Guide</i> – Annual	Directory of Franchisors Seeking Minority Franchisees
<i>Bond's International Franchise Guide</i> – Annual	Directory of International Franchisors
<i>Hottest New Franchises</i> - Annual	Directory of the fastest growing franchises
<i>Tips & Traps When Buying A Franchise</i>	Expert Advice on Buying A Franchise
<i>Franchise Yearbook</i> – Annual	Expert Analysis on Starting and Running a Successful Franchise
<i>World Franchising Newsletter</i> – Monthly	Free electronic newsletter featuring latest franchise opportunities, industry statistics, expert analysis, market research and much more

WHY JOIN WORLD FRANCHISING?

EXCEPTIONAL ONLINE EXPOSURE

WorldFranchising.com is a unique network that combines comprehensive profiles of franchisors, attorneys, consultants and service providers with proprietary listings of industry resources, ensuring widespread exposure for all participants. We feel confident that our network is the optimal choice for anyone — whether a prospective franchisee or a seasoned industry professional — seeking immediate access to current information about all facets of the franchising industry.

WEB TRAFFIC STATISTICS

WorldFranchising.com offers exceptional value for your advertising dollar. The bottom line, however, is exposure. As of March 2007, WorldFranchising.com is ranked #3 in a search for the keyword “franchise information” on Google. On average, our site generates over one million hits and over 50,000 unique visitors each month. By actively monitoring our web statistics and site visitor feedback, we strive to generate qualified leads for our advertisers and sponsors.

SEARCH ENGINE RANKINGS

Searches for “franchising” keywords on major search engines include WorldFranchising.com in the top 10 to 20 results. The site consistently achieves high visibility on Google, which handles 65% of all Internet searches and is the largest search engine in the world.

Search Engine Rankings for “Franchising” Keywords

Popular Keywords	Rank*	Search Engine
“franchise information”	# 3	Google™
“franchise companies”	# 3	Google™
“franchising”	# 13	Google™

* Results show best ranking in last 30 days.

MOST POPULAR FEATURES

Our most popular website features include the Franchise Directory, Franchise Expediter™, Top 100 Franchises, Hottest New Franchises and the World Franchising Monthly Newsletter. All franchisor profiles are accessible within two clicks from our homepage.



SUMMARY OF ADVERTISING OPTIONS

Our promotional packages offer unbeatable value and scope for your advertising dollar:

#	ADVERTISING OPTION	PARTICIPATION	FEE	PAGE
1	Franchisor Profile on WorldFranchising.com and in <i>Bond's Franchise Guide</i>	Download materials from http://worldfranchising.com/articles/List-New-Franchisor-Profile/	\$500/year	4
1A	Franchisor Logo on Cover of <i>Bond's Franchise Guide</i>	Contact us by phone or email	\$900/edition	5
1B	Banner Ad in Franchise Spotlight (WorldFranchising.com)	Contact us by phone or email	\$1,500/6 mos. or \$2,500/year	5
2	Franchisor Write-Up in <i>Bond's Top 100 Franchises</i>	Send current UFOC and marketing materials; Companies are selected through a rigorous analysis and will be notified	No cost to selected companies	6
2A	Top 100 Franchises Program on WorldFranchising.com	Companies in <i>Bond's Top 100 Franchises</i> will be notified to participate in this program	No cost to those selected	6
2B	Franchisor Logo on Cover of <i>Bond's Top 100 Franchises</i>	Companies in <i>Bond's Top 100 Franchises</i> will be notified to be featured on book cover	\$900/edition	6
3	Franchisor Profile on HottestNewFranchises.com and in <i>Hottest New Franchises</i>	Contact us by phone or email; program only applies to companies will less than 50 operating units	\$250/ 6-mos. or \$350/year	7
3A	Banner Ad in Franchise Spotlight (HottestNewFranchises.com)	Contact us by phone or email	\$400	7
4	Franchisor Earnings Claim Statement in " <i>How Much Can I Make?</i> "	Mail earnings claim statement (UFOC - Item #19) to our address	No cost	7
4A	Franchisor Logo on Cover of " <i>How Much Can I Make?</i> "	Contact us by phone or email	\$500/edition	7
5	Sponsorship for National Minority Franchising Initiative	Contact us by phone or email	\$7,500/year	8
6	Franchisor Profile on FranchiseIntl.com and in <i>Bond's International Franchise Guide</i>	Download materials from www.franchiseintl.com/participation.htm	\$1,000/year	8
6A	Franchisor Logo on Cover of <i>Bond's International Franchise Guide</i>	Contact us by phone or email	\$1,000/edition	8
6B	Banner Ad in Franchise Spotlight (FranchiseIntl.com)	Contact us by phone or email	\$500/year	9
7	World Franchising Partner – Attorney Profile on FranchisingAttorney.com and in <i>Bond's Franchise Guide</i>	Download materials from http://franchisingattorney.com/areas_of_interest/advertising.htm	\$300/year (1-3 profiles); \$50/add'l profiles	9
7A	Banner Ad in Franchise Spotlight (FranchisingAttorney.com)	Contact us by phone or email	\$400/year	10
8	World Franchising Partner – Consultant/ Service Provider Profile on FranchisingConsultant.com and in <i>Bond's Franchise Guide</i>	Download materials from http://franchisingconsultant.com/areas_of_interest/advertising.html	\$300/year	10
8A	Banner Ad in Franchise Spotlight (FranchisingConsultant.com)	Contact us by phone or email	\$400/year	10
9	Banner Ad in Franchise Spotlight (World Franchising Newsletter)	Download materials from http://www.worldfranchising.com/articles/Participate-in-World-Franchising-Newsletter/	\$300/issue	11

ADVERTISING OPTIONS

1 Franchisor Profile on WorldFranchising.com and in *Bond's Franchise Guide*

WorldFranchising.com

The site lists detailed profiles on more than 1,000 North-American franchisors. The profiles are sorted by six search criteria – Alphabetical, Industry Type, Average Total Investment, Average Franchising Fee, Average Royalty Fee and Total Operating Units – for easy comparison. The site is unquestionably the most exhaustive and up-to-date source of information on active franchisors.

Each participating franchisor submits a 45-point questionnaire that details their company's background, capital requirements, level of training and assistance, franchisee evaluation criteria, areas of geographic expansion and much more.

The inclusion of each company's 4-color logo and a hot link to its homepage provides immediate recognition of its name and logo and allows visitors to access its franchise system quickly and easily.

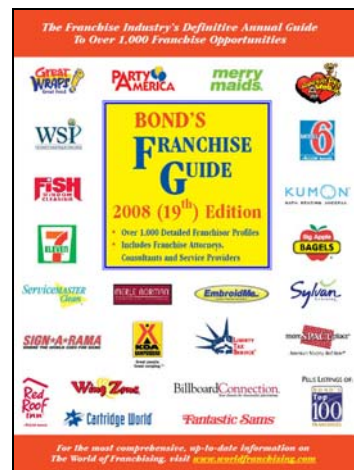


Bond's Franchise Guide

In addition to the prominent Web space that franchisors will receive on WorldFranchising.com, each franchisor profile will also be published in the upcoming annual edition of *Bond's Franchise Guide*.

Bond's Franchise Guide, considered by many as the "bible of the franchising industry," is the only franchise directory marketed in the book section (rather than the magazine and periodical section) of major bookstores.

We anticipate 10,000 – 12,000 copies of *The Guide* will be sold through bookstore and library sales, franchise shows, online bookstores, outplacement firms and direct mail.



Participating franchisors receive the following benefits:

- An immediate 1-year franchisor profile on WorldFranchising.com, which includes a 4-color logo and a hot link lead generator that takes visitors directly to the franchisor's homepage.
- Website profile updates throughout the year at no charge.
- Access to prospective franchisees via the Franchise Expediter™, an online program that gathers critical personal information from potential franchisees before they request additional information from you.
- A detailed franchisor profile, including a black-and-white company logo, in the upcoming edition of *Bond's Franchise Guide*.
- A complimentary copy of the upcoming edition of *Bond's Franchise Guide* (a \$34.95 value) upon publication.
- Consideration for inclusion in the upcoming edition of *Bond's Top 100 Franchises*, an annual publication that focuses on the top 100 franchises in the food, retail and service industries.

The tangible results of participating in the online and print listings are qualified leads from prospects who already know: 1) your geographic emphasis; 2) the investment required; 3) the training given; 4) services provided and 5) enough in-depth background data to be truly interested and informed *before* requesting additional information.

Participation:

The annual cost of participation on WorldFranchising.com and in *Bond's Franchise Guide* is \$500.

To participate, simply submit the following materials:

- Franchisor Questionnaire and Response Form (download from <http://www.worldfranchising.com/articles/List-New-Franchisor-Profile/>)
- Your 4-color and black-and-white company logos (enclosed on a floppy disk/CD-ROM or emailed to logos@worldfranchising.com)

Fax materials to Source Book Publications at (510) 839-2104 or mail them to our address.

1A Franchisor Logo on Cover of *Bond's Franchise Guide*

The front cover of *Bond's Franchise Guide* features the 4-color logos of 23 franchisors.

Participation:

The cost to be featured on the cover is \$900. Franchisors featured on the cover of the previous year's edition have the right of first refusal. Please contact us by phone or email for more information.

1B Banner Ad in Franchise Spotlight (WorldFranchising.com)

The Franchise Spotlight highlights 20 franchisor logos on the WorldFranchising.com website. On the homepage and all primary pages, the logos rotate randomly to fill the four Franchise Spotlight spots, with each logo accompanied by a brief description of the franchise. On all Franchise Directory search pages, the logos rotate randomly to fill 20 spots.

Visitors clicking on a logo will go to the participating franchisor's homepage or profile on WorldFranchising.com.

There are over 320 pages on which the Franchise Spotlight appears. These include:

- The homepage (1 page)
- Franchise Directory (6 search criteria, 314 search pages).

The vast majority of visitors spend most of their time on the extensive search pages, which include:

- 1) Alphabetical, which links to 27 search pages
 - 2) Industry Type, which links to 30 industry search pages, further broken down into 228 subsector search pages
 - 3) Average Total Investment, which links to 7 search pages
 - 4) Average Franchise Fee, which links to 4 search pages
 - 5) Average Royalty Fee, which links to 10 search pages
 - 6) Total Units, which links to 8 search pages
- Areas of Interest pages (7 pages)

Participation:

The cost of a Franchise Spotlight banner ad on WorldFranchising.com is \$1,500 for six months or \$2,500 per year. Prior to contract expiration, participating franchisors will have 30 days to exercise their right of first refusal to renew their listing at the then-applicable rates. Please contact us by phone or email for more information.



2 Franchisor Write-Up in *Bond's Top 100 Franchises*

Given that there are over 2,300 active North American franchise systems, most potential franchisees need help finding a franchise that fits their particular needs. As the pre-eminent publisher of nine franchising books, Source Book Publications provides readers with a place to start.

Our staff has broken the franchising industry into three major segments: food, retail and service. A rigorous, in-depth analysis is performed within each group to determine what we feel are the top 100 franchises within the franchise industry. We evaluate companies on the basis of historical performance, brand equity, market dynamics, franchisee satisfaction, level of initial training, on-going support, and financial stability. We only evaluate companies with over 40 operating units.

Participation:

To be considered for inclusion in *Bond's Top 100 Franchises*, please forward the following materials to our address: 1) current UFOC and Franchise Agreement and 2) Marketing/Promotional Package sent to prospective franchisees.

While there is no cost for inclusion as a *Top 100* franchise, only those companies listed on WorldFranchising.com are considered for inclusion.



2A Top 100 Franchises Program on WorldFranchising.com

In addition to being featured in the *Bond's Top 100 Franchises* publication, companies selected are also highlighted in the Top 100 Franchises section on WorldFranchising.com. The franchisor write-ups on the website are exact reproductions of the write-ups contained in the publication.

Selected franchisors on the website receive the following benefits:

- A 1-year listing of their Top 100 write-up in the Top 100 Franchises Program on WorldFranchising.com. The write-up is accessible from either the program or from their franchisor profile.
- A unique, Top 100 logo accompanying its directory listing in *Bond's Franchise Guide* to indicate its status as a Top 100 franchise.



Participation:

To be considered for inclusion in the program, please forward the following materials to our address: 1) current UFOC and Franchise Agreement and 2) Marketing/Promotional Package sent to prospective franchisees. Only those companies listed on WorldFranchising.com are considered for inclusion.

2B Franchisor Logo on Cover of *Bond's Top 100 Franchises*

The front cover of *Bond's Top 100 Franchises* features the 4-color logos of 22 franchisors.

Participation:

Companies in *Bond's Top 100 Franchises* will be notified to participate on the book cover. The cost to be featured on the cover is \$900. Franchisors featured on the cover of the previous year's edition have the right of first refusal.

3 Franchisor Profile on HottestNewFranchises.com and in *Hottest New Franchises*

We feel that prospective franchisees can achieve far greater financial rewards with a well-chosen, growing franchise than one that may have already reached its potential. The Hottest New Franchises Program promotes franchisors that have less than 50 operating units, and which, we believe, provide great potential for new franchisees.

Participation:

Franchisors that have less than 50 operating units can participate in the Hottest New Franchises Program. The cost of a Hottest New Franchises Program listing is \$250 for six months or \$350 per year. Please contact us by phone or email for more information.



3A Banner Ad in Franchise Spotlight (HottestNewFranchises.com)

The Franchise Spotlight highlights 20 franchisor logos on the HottestNewFranchises.com website. On the homepage and primary pages, the logos rotate randomly to fill the four Franchise Spotlight spots, with each logo accompanied by a brief description of the franchise. On all Franchise Directory search pages, the logos rotate randomly to fill 20 spots.

Participation:

The cost of a 12-month banner ad on HottestNewFranchises.com is \$400. Please contact us by phone or email for more information.

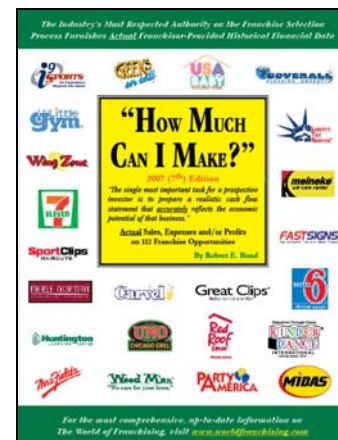
4 Franchisor Earnings Claim Statement in *"How Much Can I Make?"*

"How Much Can I Make?" is an invaluable insider's guide that details historical sales, expenses and/or profit data on actual franchise operations.

Over 116 recent earnings claim statements in their entirety are included for the food-service, retail and service-based industries. As a result of reviewing these results, prospective franchisees will gain in-depth knowledge regarding the true economics of running a franchise or their own small business.

Participation:

There is no cost to include a franchisor's earnings claim statement in the annual publication. Please mail earnings claim statements (UFOC – Item #19) to our address.



4A Franchisor Logo on Cover of *"How Much Can I Make?"*

The front cover of *"How Much Can I Make?"* features the 4-color logos of 23 franchisors.

Participation:

The cost to be featured on the cover is \$500. Franchisors featured on the cover of the previous year's edition have the right of first refusal. Please contact us by phone or email for more information.

5 Sponsorship for the National Minority Franchising Initiative

The National Minority Franchising Initiative is a focused, multi-faceted program to recruit minority franchisees. The program, which is underwritten by 12 – 15 national franchisors, includes a website (MinorityFranchising.com), a publication (*Minority Franchise Guide*) and various strategic partnerships and opportunities for enhanced public relations. The program provides franchisors with tremendous exposure, positive publicity and an effective vehicle for generating qualified leads and, ultimately, new franchisees from minority markets.

Participation:

Annual sponsorship is \$7,500, depending upon the level of participation selected.



6 Franchisor Profile on FranchiseIntl.com and in *Bond's International Franchise Guide*

FranchiseIntl.com and its complementary publication, *Bond's International Franchise Guide*, are the only directories that identify and highlight franchisors committed to franchising internationally. To maximize distribution, the book will be distributed for a modest cost at all major international franchise show.

Participating franchisors receive the following benefits:

- An immediate, 1-year profile on FranchiseIntl.com, which includes a 4-color logo and a hot link lead generator that takes visitors directly to the franchisor's homepage.
- A detailed franchisor profile, including a black-and-white company logo, in *Bond's International Franchise Guide*.
- A 4-color, full-page ad in *Bond's International Franchise Guide*.



Participation:

The annual cost of participation on FranchiseIntl.com and in *Bond's International Franchise Guide* is \$1,000.

To participate, simply submit the following materials:

- International Franchisor Questionnaire and Response Form (download from www.franchiseintl.com/participation.htm)
- Your 4-color and black-and-white company logos and full page 4-color artwork (enclosed on a floppy disk/CD-ROM or emailed to logos@worldfranchising.com)

Fax materials to Source Book Publications at (510) 839-2104 or mail them to our address.

6A Franchisor Logo on Cover of *Bond's International Franchise Guide*

The front cover of *Bond's International Franchise Guide* features the 4-color logos of 21 franchisors.

Participation:

The cost to be featured on the cover is \$1,000. Franchisors featured on the cover of the previous year’s edition have the right of first refusal.

6B Banner Ad in Franchise Spotlight (FranchiseIntl.com)

The FranchiseIntl.com homepage features 12 company logos that rotate randomly to fill 4 spots, with each logo accompanied by a brief description of the company. On all Franchise Directory pages, the logos rotate randomly to fill 12 spots.

Participation:

The cost of a 12-month banner ad on www.franchiseintl.com is \$500. Please contact us by phone or email for more information.

7 World Franchising Partner – Attorney Profile on FranchisingAttorney.com and in Bond’s Franchise Guide

FranchisingAttorney.com is the only site dedicated solely to franchise industry attorneys. It features a comprehensive and fully searchable database sorted by attorney name, firm name, legal services provided and geographic location. To ensure widespread exposure, the site is cross-linked with WorldFranchising.com and FranchisingConsultant.com, the only website devoted solely to franchise consultants and service providers.



Participating attorneys receive the following benefits:

- An immediate 1-year firm profile and attorney profile(s) on FranchisingAttorney.com, which includes a 4-color logo and a hot link lead generator that takes visitors directly to the firm’s homepage.
- Website profile updates throughout the year at no charge.
- Firm profile and attorney profile(s), including a black-and-white logo, in the upcoming annual edition of *Bond’s Franchise Guide*.
- A complimentary copy of the upcoming edition of *Bond’s Franchise Guide* (a \$34.95 value) upon publication.
- A complimentary copy of the upcoming edition of *“How Much Can I Make?”* (a \$29.95 value).

Participation:

The annual cost of a World Franchising Partnership on FranchisingAttorney.com and in *Bond’s Franchise Guide* is \$300 (includes listings for 1-3 attorney profiles). The cost for each additional attorney profile is \$50.

To participate, simply submit the following materials:

- World Franchising Partner Questionnaire (download from http://www.franchisingattorney.com/areas_of_interest/advertising.htm)
- Your 4-color and black-and-white firm logos (enclosed on a Floppy Disk/CD-ROM or emailed to partners@worldfranchising.com)

Fax materials to Source Book Publications at (510) 839-2104 or mail them to our address.

7A Banner Ad in Franchise Spotlight (FranchisingAttorney.com)

The FranchisingAttorney.com homepage features 20 company logos that rotate randomly to fill 4 spots, with each logo accompanied by a brief description of the company. On all Attorney Directory search pages, the logos rotate randomly to fill 20 spots.

Participation:

The cost of a 12-month banner ad on FranchisingAttorney.com is \$400. Please contact us by phone or email for more information.

8 World Franchising Partner – Consultant / Service Provider Profile on FranchisingConsultant.com and in *Bond's Franchise Guide*

FranchisingConsultant.com is the only site dedicated solely to franchise industry consultants and service providers. It features a comprehensive and fully searchable database sorted by company name, industry type and geographic location. To ensure widespread exposure, the site is cross-linked with WorldFranchising.com and FranchisingAttorney.com, the only website devoted solely to franchise attorneys.

Participating consultant/service providers receive the following benefits:

- An immediate 1-year consultant / service provider profile on FranchisingConsultant.com, which includes a 4-color logo and a hot link lead generator that takes visitors directly to the consultant/service provider's homepage.
- Website profile updates throughout the year at no charge.
- Consultant / service provider profile, including a black-and-white logo, in the upcoming annual edition of *Bond's Franchise Guide*.
- A complimentary copy of the upcoming edition of *Bond's Franchise Guide* (a \$34.95 value) upon publication.
- A complimentary copy of the upcoming edition of *"How Much Can I Make?"* (a \$29.95 value).



Participation:

The annual cost of a World Franchising Partnership on FranchisingConsultant.com and in *Bond's Franchise Guide* is \$300.

To participate, simply submit the following materials:

- World Franchising Partner Questionnaire (download from http://www.franchisingconsultant.com/areas_of_interest/advertising.html)
- Your 4-color and black-and-white company logos (enclosed on a floppy disk/CD-ROM or emailed to partners@worldfranchising.com)

Fax materials to Source Book Publications at (510) 839-2104 or mail them to our address.

8A Banner Ad in Franchise Spotlight (FranchisingConsultant.com)

The FranchisingConsultant.com homepage features 20 company logos that rotate randomly to fill 4 spots, with each logo accompanied by a brief description of the company. On all Consultant Directory search pages, the logos rotate randomly to fill 20 spots.

Participation:

The cost of a 12-month banner ad on FranchisingConsultant.com is \$400. Please contact us by phone or email for more information.

9 Banner Ad in Franchise Spotlight section of the World Franchising Newsletter

The World Franchising Newsletter is a free monthly newsletter that features the latest franchise opportunities, industry statistics, expert analysis, market research and much more. Each month, the newsletter is distributed to over 10,000 subscribers via email. New subscribers have been subsequently added to our mailing list.

To ensure widespread circulation, the newsletter is also available on WorldFranchising.com for the general public to view. We expect a substantial increase in the number of subscribers and newsletter traffic in the next few months. We are confident that all companies featured in the newsletter will benefit from the exceptional exposure.

The World Franchising Newsletter offers advertisement space for franchisors or service professionals of the franchising industry. This is an extremely cost-effective way to promote your franchise system to prospective franchisees. Each month, we will feature 5 banner ads in the Franchise Spotlight section of the newsletter. Participating companies receive the following benefits:

- Prominent display of your 4-color company logo, business description and link to your detailed profile on WorldFranchising.com.
- Direct exposure to over 10,000 subscribers, including prospective franchisees, franchisors and service professionals of the franchising industry.
- Permanent display of your advertisement in the World Franchising Newsletter Archive on WorldFranchising.com.



Participation

The special introductory cost of a banner ad in the Franchise Spotlight section of the World Franchising Newsletter is \$300 per issue. We will contact you to confirm the issue in which your advertisement will appear. To ensure fresh content in each issue, please note that all featured companies must wait at least 2 months before re-advertising in the newsletter.

To participate, simply submit the following materials:

- Newsletter Participation Form (download from <http://www.worldfranchising.com/articles/Participate-in-World-Franchising-Newsletter/>)

Fax materials to Source Book Publications at (510) 839-2104 or mail them to our address.

CONTACT INFORMATION

For additional information, please contact (510) 839-5471 or email at info@worldfranchising.com.

SOURCE BOOK PUBLICATIONS

Serving the Franchising Industry

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FranchisingAttorney.com ❖ WorldFranchising.com ❖ FranchisingConsultant.com