

PRESS RELEASE

For immediate release – March 4, 2008

AWARDS PRESENTED FOR HIGH FRANCHISEE SATISFACTION

Franchisee satisfaction is primary indicator for franchise growth and success

Kittery, ME (March 4, 2008) – When nearly 45,000 franchisees talk about their franchise systems, they have something to say. The 2008 Franchisee Satisfaction Awards presented by Franchise Business Review highlights those franchises whose validation among their franchisees was superior in the industry. According to Eric Stites, President of Franchise Business Review, franchisee satisfaction is a primary leading indicator of long-term system growth and success.

“Knowing how satisfied current franchise owners are is a true measure for anyone looking at investing in a franchise business,” says Stites. “Potential candidates can speak with individual franchisees, do research on one company at a time, but to get a broad picture of franchisee satisfaction is a very difficult task for individuals researching franchise opportunities. To compile the 2008 Franchisee Satisfaction Awards, Franchise Business Review conducted the largest industry survey in history.”

To measure franchisee satisfaction, Franchise Business Review surveyed franchisees from 325 franchise companies, representing 45,000 franchisees. Franchises were evaluated in five areas: Training & Support, Franchise System, Franchisor/Franchisee Relations, Financial Opportunity and Overall Satisfaction. Franchisees were asked a series of questions in these areas and then rated their franchisor on a scale of 1 (poor) to 5 (excellent). All franchisees from each participating franchise company were invited to take the survey. The average rate of participation was 50%, with some franchise companies achieving as high as 100% participation from their franchise owners.

Among those who have continually ranked in the top listing of Franchisee Satisfaction Awards include Heaven’s Best Carpet Cleaning, Home Instead Senior Care, Budget Blinds and many companies who have received the award for the first time – Murphy Business & Financial, El Pollo Loco and Sotheby’s International Realty Affiliates LLC.

“With the growth of organized youth sports, we at i9 Sports are proud to receive the 2008 Franchisee Satisfaction Award,” said Frank Fiume, Founder/CEO of i9 Sports. “Working with Franchise Business Review, we can set a benchmark for franchisee satisfaction which allows us to expand the reach of our brand in the future.”

Franchise companies utilize this information to establish best practices within their organizations, gauge the growth potential of existing franchisees and educate potential candidates about the investment opportunity.

Franchise Business Review has published the 2008 Franchisee Satisfaction Awards results at <http://www.FBR50.com>. Awards were given to the top franchise companies with the highest levels of franchisee satisfaction.

About Franchise Business Review

Franchise Business Review is a national franchise market research firm that performs independent surveys of franchisee satisfaction and franchise buyer experiences. The firm’s services include commissioned franchise research projects leveraging proprietary survey processes and software, as well as industry-wide studies of franchisee satisfaction open to all North American franchise companies. Franchise Business Review is headquartered in Kittery, Maine and can be reached at 866-397-6680 or

by visiting their company websites at www.FranchiseBusinessReview.com or www.FBR50.com

About i9 Sports

Based in Brandon, Florida, i9 Sports is a leading franchisor of youth sports leagues, camps, and programs. With over 100 franchise locations in 25 states nationwide, i9 Sports franchisees offer the most popular team sports including Flag Football, Basketball, Soccer, Cheerleading, and more for kids ages 4-14 with a focus on fun, safety, and good sportsmanship.

Media Relations Contacts:

Cynthia Adams
Franchise Business Review
Kittery, Maine
866-397-6680
cadams@FranchiseBusinessReview.com

Becky Garland at 800-975-2937 ext. 706
i9 Sports
bgarland@i9sportsfranchise.com

###

(Page 2 of 2)