

PRESS RELEASE

NETWORK FRANCHISING INTERNATIONAL OPENS WESTERN CANADA OFFICE

Toronto, November 1, 2011: NFI President Cliff D. Richler announced today that Western Canadian franchise clients would now be represented by a new NFI franchise support office in Calgary. "For over 30 years, NFI has provided professional franchise representation for all of Canada from our Toronto offices. The growth in the franchise market in Western Canada, and an ever increasing interest from our eastern-based clients and the general public, has made it imperative that we open an office there," said Richler.

"We wanted to partner with someone with a profile in franchise circles and who would embrace the NFI system of franchise development services. We knew it was time to proceed when Bruce Winstanley came onboard". Operating as FranOptions for the past three years, Bruce has been an affiliate broker with The Business Alliance helping clients sort through a variety of established franchise opportunities. "Owning my own small businesses helped me understand the giant leap that many candidates make before they step into a franchise relationship. I look forward to not only introducing my new franchise investor clients to the NFI brands, but also helping potential franchisors acquire everything they need to start on the road to franchising," commented Winstanley. The Western Canada centre will also supply DIY franchisors with the **WEfranchiseU** packaging services. The **WEfranchiseU** program is designed for new franchisors that need their compliance documents and operations manuals, along with marketing and sales materials. Among the other services offered by NFI are; Feasibility surveys, Advertising and promotion, Electronic media design, Location procurement, Financing plans, Franchise support, franchisee resales, corporate store conversions and complete franchise development programs. For more information please visit www.nfi.ca.

NETWORK FRANCHISING INTERNATIONAL is Canada's oldest and largest franchise development firm. NFI was established in Canada in 1980. The company is a full service franchise sales and marketing organization that provides services to both Buyers (Investors) and Sellers (Franchisors) of franchises across Canada and around the world. The Company is managed by a distinguished team of franchising experts with OVER 100 years of collective franchise experience in Canada, the USA and internationally.