

World class franchise development and consulting services now available to serve Malaysian and Southeast Asian entrepreneurs.

- Worldwide, low cost, market opportunities for Malaysian businesses -

Kuala Lumpur, May 18, 2004 – Francorp, Inc., the world’s foremost franchise development and consulting group, headquartered in Chicago, USA, announced the availability of its services through Francorp Malaysia, a Southeast Asian regional office, based in Kuala Lumpur, to provide services to large and small businesses in Malaysia, Singapore, Thailand and Indonesia. Since its founding 28 years ago, Francorp has counseled more than 8,000 companies, and helped more than 2,000 businesses join the ranks of franchisors in America, Europe, Middle East and Asia. Among its clients are Kentucky Fried Chicken, Omni Hotels, Holiday Inns, Ace Hardware, Damon’s, USA Baby, Auntie Anne’s Pretzels, Culver’s, Jollibee, Jimmy John’s, Jersey Mike’s Subs, Texaco, Shell and BP Amoco.

This announcement comes in concert with the Malaysian Government’s initiative, to convert Malaysia into the franchise hub for the Southeast Asian region. Francorp Malaysia will provide a Full Franchise Development Program to all sorts of business concerns, enabling them to expand locally and into foreign markets (regional and worldwide) in a professional and profitable manner, without the burden of major investments in company owned branches.

Franchising has proven to be the most successful expansion method in the history of business. In the most advanced economies, franchised networks account for almost 50% of retail sales. In fact, most of today’s large systems emerged from the obscurity of one or two modest retail outlets and have accomplished worldwide coverage and prestige through franchising.

Franchising, on the other hand, has become extremely competitive, especially since the international expansion exercised by the major companies has brought a completely new

business culture to the rest of the world. No franchise should attempt to operate with any less than the highest standards to ensure success. Traditionally, small but successful business owners in emerging economies have encountered that as an insurmountable barrier to take a rightful place in franchising in their own countries and regions. Francorp's services ensure competitiveness in this difficult, but most rewarding, business arena, affording Malaysian businesses the strength and proficiency to franchise even in the United States, with the highest franchising industry standards.

Francorp also offers international brokerage services, bringing together franchise sellers and buyers. This service has proven effective in Francorp introducing 30+ American franchises into Japan and some Asian and Latin American franchises into the US. (Jollibee from the Philippines and Pollo Campero from Guatemala, among others). This service will facilitate both the import of franchises to the region, and the introduction of Asian franchises, particularly the Malaysian franchises, into the major world markets.

Affandy Faiz, Francorp Malaysia's President and CEO declared, "We are convinced that the government programs, supported by professional franchise development services, will place Malaysia in a most prominent place in the franchising map of the world in the years to come. Our reputation as the foremost franchise development and consulting group is committed to that effect and we will play a key role in bringing franchise opportunities to entrepreneurs throughout Asia. With talented individuals on our local and global team, we have not only strengthened our leadership position in Asia, but throughout the entire world."

"For almost 30 years, Francorp has been the leader in the franchise consulting industry. In fact, we invented the niche. We have a unique approach that remains unmatched by any other firm in the world. We have assembled a team of experts whose talents are coordinated seamlessly to create customized materials that fit the specific needs of our clients. And as an international company, we have the global reach to help them expand their business, with a local presence to adjust their business to fit each country's unique culture and laws".

"We think global, and we act local".

Affandy Faiz further added, “Francorp brings to Malaysia the highest franchising standards in the world. Many of those standards have been Francorp’s own contribution to the industry. We created the Franchise Strategic Planning process that allows franchisors to define in advance every single subject and activity that will rule the performance of their network, before they sell the first franchise, so as to avoid hasty, costly decisions. Our method systematizes the managing of the system to ensure the quality of the franchisor’s services, cost control and optimum operational performance, within the framework of a mutually rewarding relationship between the two parties”.

Francorp provides every single service needed to franchise a business: Strategic Planning and Program Structure, Legal Documentation and Franchise Registration, Operations Services and Manuals, Advertising and Marketing Services, Franchise Sales Consulting, Training and Manual as well as Franchise Marketing and Sales Implementation in addition to General Consulting and Program Review.

Headquartered in the Chicago area, Francorp has offices in New York, Los Angeles and Naples, FL; Buenos Aires, Kuala Lumpur, La Plata, Manila, Mexico City, Montevideo, Santiago and Sevilla.

For further information about franchising and Francorp Malaysia, please call Affandy Faiz 016-330 2171 or email info@francorpmalaysia.com. More information can also be found at www.francorpmalaysia.com.