



PRESS RELEASE

FOR IMMEDIATE RELEASE

JUNE 4, 2007

INTERESTED IN BUYING EXCLUSIVE CANADIAN RIGHTS TO A U.S. FRANCHISE? HERE'S YOUR OPPORTUNITY!

VANCOUVER, BRITISH COLUMBIA – April 24, 2007 – The United States Commercial Service in Canada is bringing its first franchise trade mission in four years back to Canada on June 4 – 8, 2007, presenting several exciting new U.S. franchise concepts to audiences in four Canadian cities.

The trade mission will feature U.S. franchise concepts for one-day presentations in Vancouver, Toronto, Montreal and Halifax over the course of the week. The purpose of the trade mission is for U.S. franchisors to meet face-to-face with Canadian investors and potential franchisees. This trade mission is the best possible first step for a Canadian investor to obtain the rights for a U.S. franchise in Canada.

According to Cheryl Schell, National Franchise Sector coordinator for the U.S. Commercial Service in Canada, “U.S. franchises do remarkably well in Canada. Because of the high volume of travel to the U.S., both commercial and personal between the two countries, Canadian consumers are very familiar with American name brands”. Another benefit is that American franchisors often have a highly successful franchise system in place. Many states in the U.S. have franchise disclosure laws; so Canadian investors will have peace of mind when choosing a franchise concept.

The delegation will feature a variety of concepts including retail, restaurants, health care and tourism. “Often we forget that franchising is not limited to fast food restaurants, but can be applied to business concepts that one would never assume to be a franchise,” says Schell.

The trade delegation will be in Vancouver on June 4 at the Hyatt Regency (655 Burrard Street, Vancouver). Each franchisor will present their concept in the morning to attending investors. In the afternoon, individual appointments with each franchisor can be arranged for investors interested in talking further with the franchise representatives. Attendance is free for pre-registered Canadian investors.

For more information on this trade mission and to register, please visit the U.S. Commercial Service Canada website at: <http://www.buyusa.gov/canada/en/canadawidefranchiseevent07.html> or phone the U.S. Commercial Service in Vancouver at (604) 685-3382.

Franchising in Canada

Canada is home to the world's second largest franchise industry, behind only the United States. There are nearly 80,000 franchises operating nationwide, under more than 1,000 different brands. Over 60 per cent of Canadian franchises systems are master licenses of U.S. franchises concepts. The industry contributes \$85.4 billion USD to Canada's GDP. In 2006, over 4,300 new franchises opened in Canada, or one franchise outlet every two hours. Furthermore, 92 per cent of new franchises pass the critical first five years of business, quadruple the survival rate of independent businesses. Eighty-six per cent of franchises were still under the same ownership at the five-year mark.

U.S. CONSULATE GENERAL

*#1950 – 1095 West Pender
Vancouver, B.C. V6E 2M6
Phone (604) 685-3382 Fax (604) 687-6095
E-mail: vancouver.office.box@mail.doc.gov*

*P.O. Box 5002
Point Roberts, WA
98291-5002*



U.S. Commercial Service (Canada)

The U.S. Commercial Service in Canada, an agency of the U.S. Department of Commerce, is located at the United States Embassy in Ottawa, as well as in the U.S. Consulates General in Calgary, Halifax, Montreal, Toronto and Vancouver. Through our network of offices, we offer valuable assistance to U.S. businesses interested in doing business in Canada. Our trade specialists utilize a unique global network, have a vast knowledge of markets and industries, and numerous trade development programs to assist U.S. companies export their goods and services to the Canadian marketplace. With offices in six cities across the country, we provide distinctive regional solutions, while maintaining a nationwide perspective.

-- 30 --

Media Contact:

Mrs. Cheryl Schell
National Franchise Sector Coordinator
U.S. Commercial Service Vancouver
(604) 685-3382 or Cheryl.Schell@mail.doc.gov

For more information on the U.S Commercial Service in Canada, please visit our website at:
<http://www.buyusa.gov/canada/>.

U.S. CONSULATE GENERAL

*#1950 – 1095 West Pender
Vancouver, B.C. V6E 2M6
Phone (604) 685-3382 Fax (604) 687-6095
E-mail: vancouver.office.box@mail.doc.gov*

*P.O. Box 5002
Point Roberts, WA
98291-5002*