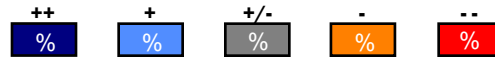


Survey Summary



Participation Statistics: 256 participants invited
104 (41%) participants responded
99 (39%) participants completed at least 50%

Training & Support

						n	FSI
Initial Training	28	40	19	11	2	104	70.4
Opening Support	35	34	15	14	2	104	71.2
Ongoing Support	26	38	19	11	6	103	67.0
Field Support	14	38	20	14	13	104	56.3
Ads & Promotions	16	30	20	20	14	103	53.4

Franchise System

						n	FSI
Competition	35	31	20	10	4	102	71.1
Products & Services	33	41	15	7	4	102	73.3
Innovation	20	34	24	18	5	102	61.5
Franchisee Support	36	28	15	14	8	103	67.7

Relationship

						n	FSI
Knowledgeable	37	40	15	6	2	102	76.2
Responsive	43	41	10	3	3	102	79.7
Communications	25	44	21	7	4	101	69.6
Honesty & Ethics	63	29	6	1	11	102	88.0
Respect	38	42	12	5	4	101	76.0

Financial Opportunity

						n	FSI
Fees	16	53	13	15	4	102	65.4
Total Investment	30	43	18	6	3	102	73.0
Financial Expectations	19	44	21	17		102	63.5
Long-Term Growth	33	42	20	4	2	101	74.8

General Satisfaction

						n	FSI
Overall Opportunity	35	34	16	13	3	101	71.0
Do It Over Again	61	10	11	8	10	100	76.0