

PRESS RELEASE

Baker Donelson to Host Franchise Business Network Event

October 1, 2008

(Nashville, TN/October 1, 2008) Baker, Donelson, Bearman, Caldwell & Berkowitz, PC will host the fall meeting of the International Franchise Association's Franchise Business Network on Tuesday, October 21 at 4:30 p.m. CST. The event will take place in Baker Donelson's Nashville office and will also be presented via videoconference at the Firm's offices in Knoxville, Chattanooga, Memphis, Birmingham and Jackson, Mississippi.

This quarterly session will focus on franchisee satisfaction issues and will feature three presentations.

- Phil Friedman, chief executive officer of McAlister's Deli, Jackson, Mississippi, "Gathering and Using Franchise Satisfaction Data in Your System"
- Bob Jackson, chief executive officer, CartridgeWorld, Franklin, Tennessee, "Coaching Franchisees in Radius Marketing"
- Nikki Gahr Sells, CFE, vice president of franchise development, Tasti D-Lite, Franklin, Tennessee, "Franchisee Satisfaction Surveys"

In addition, Betty Steele of Baker Donelson's Nashville office will address the Federal Trade Commission's new "Red Flag" privacy rules and what they mean for franchised businesses, and host attorney Joel Buckberg (also of the Firm's Nashville office) will provide an update on the latest developments in franchise law. The business meeting will conclude with an open forum at which meeting participants can ask questions about franchising, followed by a networking reception.

The Franchise Business Network brings local franchisors, franchisees and suppliers together on a regular basis to create business-to-business and grassroots networking opportunities. Franchise leaders discuss current industry topics and take advantage of accessible and valuable education opportunities. The International Franchise Association is the world's oldest and largest trade group representing franchising, the business strategy that generates an estimated \$1 trillion annually in U.S. sales. Its members are franchisees and franchisors in more than 75 industries, from auto repair to weight loss, daycare to travel agencies and many more.

The event is open to interested franchisees, franchisors and suppliers and participation is free but reservations are required by October 16. For more information or to make a reservation, contact Laura Ellis at 615-726-5550 or lellis@bakerdonelson.com.