

FOR IMMEDIATE RELEASE

Media Contact:
Susan Morgenstern
Susan@lovell.com
615-297-7766

GODDARD SCHOOLS THRIVE, GROW DESPITE ECONOMIC TRENDS

300th School Celebration Scheduled for Nov. 8

KING OF PRUSSIA, Penn. (Oct. 29, 2008) — When Goddard Systems, Inc., opens its 300th franchise school on Nov. 8, it will be added evidence that the company's growth continues, even in a challenging economy.

Goddard has achieved system-wide revenue growth of 20 percent for the past five years and is on track to do the same in 2008. As a franchisor of early child development centers, it has seen an average of more than 15 percent growth in the total number of units for the same time period.

The company plans to open 50 new schools every year for the foreseeable future, and already has franchisee commitments to fulfill its ambitions for each of the next three years.

Brothers Phil Schumacher, CEO, and Joe Schumacher, COO, point to several factors in the success of Goddard Systems, Inc., a company founded by their late brother-in-law, franchising legend, Anthony A. Martino. Martino also founded household names Aamco Transmissions, Inc., and Maaco Auto Painting & Bodyworks, Inc.

“Parents obviously have to work, and in a down economy, even more go back to work,” said Joe Schumacher. “This trend actually increases the number of families who need quality childcare.

“Our schools now average nearly 90 percent enrollment, the highest in our history, and one of the strongest in the industry. We know that parents will sacrifice other things – such as dining out or a family vacation – to keep their children in an environment where they are safe, happy, learning and thriving.”

When it comes to opening new schools, Phil Schumacher noted that Goddard attracts successful, motivated individuals who are ready to try something new in their career.

“Our franchisees, such as Abby Hussey in Centennial, are typically high achievers who have realized success in a previous career, but are ready for a change,” Phil Schumacher said. “Operating a Goddard School especially appeals to a business person who understands the concept of doing well by doing good for the community.”

The 300th Goddard School location will open on Friday, Nov. 8, in Centennial, Colo., a state where Goddard has opened nine other schools since 2002. Honored guests will include real estate developer Jarrett Armstrong, whose firm, Armstrong Commercial Services, built The Goddard School in Centennial and several other Goddard School locations in the Denver area; and Phil Schumacher and Joe Schumacher of Goddard Systems, Inc.

The opening of the 300th school will be marked by a toy drive during the month of November and a generous donation by Goddard Systems, Inc., and Colorado franchisees to the U.S. Marine Corps’ Toys for Tots charity for area children.

About The Goddard School®

The Goddard School® (<http://www.goddardschool.com/>) is a nationwide franchise of Goddard Systems, Inc. headquartered in King of Prussia, Penn. With 300 franchised schools nationwide and 40,000 children enrolled, Goddard is the fastest-growing preschool franchise in the United States. Goddard was recently recognized by *Entrepreneur* magazine as the “#1 Childcare Franchise” for the seventh consecutive year (January 2008) and was also recognized by *Franchise Times* magazine as one of the “Top 200” U.S.-based franchise systems by worldwide sales.

#