

GODDARD SYSTEMS CERTIFIED A WORLD-CLASS FRANCHISE BY THE FRANCHISE RESEARCH INSTITUTE FOR THE SECOND CONSECUTIVE YEAR



Lincoln, NE (Nov. 17, 2010) – Goddard Systems, Inc., franchisor of The Goddard School®, has received World-Class Franchise® certification from the Franchise Research Institute® and FranSurvey®.

The recognition comes after an independent survey conducted by the Franchise Research Institute of which 82 percent of Goddard School franchisees participated. The survey was designed to determine the level of franchisee satisfaction within the Goddard School franchise system.

"The Goddard system understands the importance of knowing what their franchisees think about their system through unbiased, confidential, third-party research," said Jeff Johnson, founder and CEO of Franchise Research Institute. "That's why they conduct annual surveys of their franchisees to obtain honest feedback which, in turn, allows them to identify what they are doing right as well as areas they can improve upon."

The survey asked Goddard School franchise owners to rate their franchisor through a series of questions in categories such as overall growth potential, quality, support and communication.

Among the most notable responses received from Goddard School franchisees:

- 94 percent of franchisees gave a positive rating to the overall quality of the Goddard franchise system
- 93 percent gave a positive grade to Goddard's ongoing training and support
- 92 percent of franchisees stated they would recommend The Goddard School franchise to a prospective franchisee
- 92 percent of franchisees agreed with the statement, "My franchisor and I are committed to a long positive, long term relationship"

"At the Institute we believe communication is a critical aspect of a healthy franchisee-franchisor relationship and Goddard franchisees agree, giving a 96 percent positive response to the overall communication between the home office and franchisees," added Johnson.

Joseph Schumacher, CEO of the Goddard School, agrees with Johnson that the results are exceptional and reinforce that the decisions made at the corporate level are helping franchisees build strong businesses.

"We are very pleased to be recognized as a top franchisor," said Joe Schumacher, president and CEO of Goddard Systems, Inc. "FranSurvey gives our franchisees the opportunity to speak openly about the relationship. We not only use the feedback to validate our current efforts, but also to better understand franchisees' needs in the future."

The Goddard School's franchise satisfaction results are available at <http://www.fransurvey.com/goddardsystems>.

More information on the Goddard School is available at www.goddardschool.com.

The Franchise Research Institute has certified the following World-Class Franchises during the past year:

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| • Alphagraphics | • Compound Profit | • The Interface | • ReBath Corporation |
| • Auntie Anne's | • Express Employment Professionals | • Financial Group | • Speedpro Imaging |
| • BrightStar | • Express Oil Change & Service Center | • Liquid Capital | • Spherion |
| • City Wide | • Fibrenew | • Miracle-Ear | • Spring-Green |
| • CMIT Solutions | • Great Harvest Bread | • Money Mailer | |
| • ComForCare Senior Services | | • Mosquito Squad | |
| • Comfort Keepers | | • Pop-A-Lock | |

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