

PRESS RELEASE
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The IFA and FRANdata Continue Strategic Research Partnership into 2016

ARLINGTON, Va. November 4 -- The International Franchise Association (IFA) and FRANdata have expanded their strategic research partnership into 2016. This ongoing partnership provides the IFA with access to the information, analytics and strategic expertise that FRANdata, the leading research and advisory company, has to offer. FRANdata provides comprehensive research on franchising activity in the U.S. and Australia.

As in previous years, this research partnership will continue to examine issues that are important to IFA's membership and the franchising community -- such as the role franchise companies play in employing and training workers in our economy, the growth and performance of the business model, new franchise concepts and trends in franchising, and the impact of legislation and regulation on franchising. .

"We are extremely proud to be a beneficial partner in supporting not only the IFA but also the franchising community as a whole through our work in analyzing and studying the future of franchising," said Darrell Johnson, CFE, CEO of FRANdata. "We are happy to be able to provide information and analysis that helps to guide the IFA in its mission to educate the public about franchising and the impact that regulatory, legislative, and economic conditions have on the future of the companies that franchise and the small business franchisees that operate under that model."

"Our ongoing research relationship with FRANdata is extremely valuable in our efforts to create greater awareness and understanding of franchising by the public, the media, and policymakers," said John Reynolds CFE, President of the International Franchise Association, "This relationship provides access to FRANdata's full suite of research capabilities including strategic, financial and operational analysis, market research, executive interviews, email and phone surveys, database analysis and the world's largest library (nearly 50,000 items) of franchise disclosure documents, franchise agreements, 10-Ks, and other source documentation."

"The collaboration between IFA and FRANdata has also resulted in identifying new areas of research which will help IFA members and others improve industry practices, overcome challenges and maximize opportunities for growth and development," said Edith Wiseman, President of FRANdata. "We use our unmatched database, team of expert analysts, and more than a quarter century of experience to promote the industry, improve the performance and planning of franchisors, and increase economic activity across the whole franchising marketplace."

About FRANdata

FRANdata is the leading independent research and advisory company that focuses solely on tracking and analyzing franchise companies and their performance. Leveraging the largest database of franchise information in the world, FRANdata provides their clients with the most comprehensive and in-depth analysis of franchise businesses and their corresponding industries' available. FRANdata is proud to be a strategic partner of the International Franchise Association (IFA) and continues to provide business intelligence tools to lenders, franchisees, franchisors, franchise suppliers, educational institutions and government agencies. FRANdata is often cited as an expert in such leading media as The New York Times, The Wall Street Journal and Forbes. Additional information is available on the company's website, www.frandata.com

About the International Franchise Association

Celebrating 55 years of excellence, education and advocacy, the International Franchise Association is the world's oldest and largest organization representing franchising worldwide. IFA works through its government relations and public policy, media relations and educational programs to protect, enhance and promote franchising and the more than 780,000 franchise establishments that support nearly 8.9 million direct jobs, \$890 billion of economic output for the U.S. economy and 3 percent of the Gross Domestic Product (GDP). IFA members include franchise companies in over 300 different business format categories, individual franchisees and companies that support the industry in marketing, law, technology and business development.