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AIA Receives Franchisee Satisfaction Award

Franchise Business Review honors Adventures In Advertising for a third consecutive year.

NEENAH, WISCONSIN (March 26, 2009) – Adventures in Advertising (AIA) has received the Franchisee Satisfaction Award from Franchise Business Review for the third consecutive year. The fourth annual survey measured satisfaction in a number of areas, including training and support, franchise system, relationship, financial opportunity and general satisfaction.

Only 115 companies out of more than 2,500 active franchise systems in the U.S. and Canada were honored with this distinction, putting AIA in the top five percent of all franchise companies. Franchise Business Review maintains the largest database of franchisee satisfaction data in the world, providing valuable benchmarking data to franchisors and the media.

“This award is very important, as it reflects the dedication and achievement of our corporate staff and the entire community of professionals we serve,” said David Woods, MAS, AIA CEO and president. “We are relatively small by franchise standards, and we choose to focus on quality, not quantity. Our award reflects well on our industry, drawing positive attention to the promotional marketing segment of the greater advertising and marketing world.”

When looking at the overall franchise marketplace, franchisee satisfaction has suffered during the last year due to the economy. But for AIA and the other award recipients, the average satisfaction has actually increased. “With all the doom and gloom news about the economy lately, it’s great to see that the very best franchise systems are still performing well for their franchise owners,” said Eric Stites, president and CEO of Franchise Business Review. “It is still a good time to buy a franchise business, assuming you choose the right one. This year’s 115 award-winners have a proven record of success and are clearly some of the top investment opportunities in the marketplace today.”



About AIA:

Neenah, Wisconsin-based Adventures in Advertising offers a promotional consulting franchise opportunity for entrepreneurs who want to grow an independent business while being backed by extensive support resources. Founded in 1981, the company began offering franchises in 1994. Today, its network has grown to more than 300 franchised and affiliated promotional consultants that help corporations and businesses develop marketing and advertising programs, select promotional products from top brands and build integrated marketing solutions.

Since 2002, AIA and its owners have been awarded 19 PPAI Pyramid Awards, 11 of which were Gold Pyramids for the outstanding use of promotional products in employee incentives, tradeshow and exhibitions, self-promotion, goodwill, not-for-profit, and business-to-business programs. Additionally, AIA is ranked No. 11 on *Counselor* magazine's 2008 Top 40 Distributors.

For more information, visit www.adventuresinadvertising.com.

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