



SYLVAN LEARNING: NORTH AMERICA'S MOST RECOGNIZED PROVIDER OF SUPPLEMENTAL EDUCATION

Sylvan Learning has recently launched an aggressive national expansion plan to convert its corporate centers to local franchises, while expanding in new and existing territories. Sylvan has served more than two million students since 1979, and currently operates nearly 1,100 centers worldwide.

In 2008, Sylvan Learning was ranked number 57 in *Franchise Times* magazine's "Top 200 Systems" based on total number of units and has been ranked 24 times in *Entrepreneur* magazine's "Franchise 500 Ranking," the industry's premier franchise ranking.

Recent Success

- Sylvan's franchise sales grew more than 150 percent in 2008. Despite the challenging economy, Sylvan Learning sold a total of 94 domestic franchise territories in 2008 compared to 37 territories in 2007.
- Sylvan has announced widespread expansion in the Middle East with its recent signing of seven new area agreements. Mohamed A. Dobashi, Associate Teaching Professor at Carnegie Mellon University in Qatar, and his various partners purchased rights to open Sylvan Learning Centers in the United Arab Emirates, Egypt, Oman, Bahrain, Qatar, Kuwait and Saudi Arabia -- a market size of approximately 120 million people.
- Sylvan recently announced the signing of a six corporate center sales agreement in metro Atlanta with Chris Nguyen, who also plans to open two new territories in the area.
- Beyond Atlanta, Sylvan has signed many other domestic agreements in 2009 including new franchise agreements for territories in Arlington, Baltimore, Chicago, Pittsburgh and Salt Lake City.

Join the Team

Building on this franchise sales momentum, there are opportunities in hundreds of communities across the U.S. and Canada for prospective franchisees to purchase a territory and start their own Sylvan Learning Center. In addition, interested franchisees in existing corporate centers have the potential to generate revenue from these centers ranging from \$200,000 to \$1 million. Outside of the U.S. and Canada, area developer and master franchise agreements are now available for select countries.

To fulfill its expansion goals, Sylvan Learning is looking for energetic individuals who enjoy working with families and children to join its network of franchisees. Ideal candidates should have an entrepreneurial spirit, solid business and sales skills, and be an active part of the communities in which they live and work. A background in education, although helpful, is not a requirement for franchisees to purchase a Sylvan Learning Center.

Entrepreneurs interested in exploring opportunities in supplemental education franchising may contact Curt Hapward, Sylvan Learning's vice president for franchising, at 800-627-4276, ext. 8242.