

For Immediate Release:

Contact Steve Dubin, PR Works, SDubin@PRWorkZone.com, (781) 582-1061

AAFD Seeks Nominations for 2008 *Total Quality Franchising Awards*

DATELINE: SAN DIEGO, CA

The American Association of Franchisees and Dealers (AAFD) invites the franchise community to provide nominations for the AAFD *Total Quality Franchising Awards* that will be presented at the 2008 AAFD Annual Meeting at the Marriott City Center, Newport News, VA on May 4, 2008.

Nomination deadline is January 15th, 2008.

The AAFD annually recognizes its *TQF* Franchisor of the Year award, to a franchisor that manifests outstanding citizenship within the franchising community. According to AAFD Chairman, Bob Purvin, "Although several factors are considered including the overall performance of the company, the most significant criteria concern the efforts of the award recipient to build positive relationships with its franchisees."

Past recipients of the Franchisor of the Year award include: EMSAR, American Leak Detection, Accor Lodging North America, Meineke Car Care Centers, US Franchise Systems, and Sylvan Learning Centers.

AAFD also invites nominations for the Total Quality Franchising Lifetime Achievement Award. Some of the past recipients include: Dave Thomas, Ray Kroc, Mike Leven and Michael Dady. Recommendations are further being sought to recognize specific acts, deeds and initiatives that merit recognition for the TQF Chairman's Awards for Distinguished Service to the Franchising Community.

The AAFD Awards Committee will commence evaluating deserving candidates after the January 15 deadline. Nominations may be submitted by email to TQFAwards@aafd.org. Nominations will be announced in March.

Recipients of all awards will be announced and presented at the Association's Annual Gala Anniversary and Awards Banquet to be held Monday May 5, 2008 at the Marriott City Center, Newport News, VA, in conjunction the AAFD Annual Meeting. All AAFD members and friends are encouraged to join us to celebrate this year's most worthy award recipients.

About the AAFD

The AAFD is a national non-profit trade association representing the rights and interests of franchisees and independent dealers throughout the United States. Formed in 1992, The AAFD is focused on market driven reform to achieve its mission to define and promote collaborative franchise cultures that the AAFD describes as Total Quality Franchising. Since its formation the AAFD has grown to represent more than 50,000 franchised businesses throughout the United States. The AAFD currently has members in all 50 states and represents more than 100 different franchise systems.

The AAFD's Fair Franchising Standards, Fair Franchising Seal, Trademark Chapters, and emphasis on Marketplace Solutions led to the Association's recognition as a growing force in franchising. The AAFD's Branded Partner programs add a new dimension to the value of AAFD membership. The AAFD provides a broad range of member services designed to help franchisees build market power, create legislative support of interest to franchisees, provide legal and financial support, and provide a wide range of general member benefits.

For more information about the conference or the AAFD, please call toll free - 800-733-9858 or visit www.AAFD.org.