

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Advertising Super Bowl: A Franchising Dynasty!

San Diego, CA – For the 17th time since The American Association of Franchisees & Dealers (AAFD) began surveying the ratio of Super Bowl ads purchased by franchised and non-franchised enterprises, the former once again dominated the game -- this year by a notable margin of 74 to 42. Franchised businesses also led the field in controversial ads pulled in the sensitive climate created by last year's "wardrobe malfunction" and Budweiser's flatulent Clydesdales.

According to AAFD Chairman Robert Purvin, who launched the organization's Advertising Super Bowl survey 18 years ago, "Super Bowl advertising continues to demonstrate the power of franchising. How else can small business owners afford to share their messages with 60 million households at one time?"

Fox Network reportedly charged a top price of \$2.4 million per 30-second spot (\$80,000 per second), matching the record charged by CBS in 2001. The higher cost did not seem to blunt advertiser demand as the total number of spots equaled those in 2004. Budweiser led all advertisers with 12 spots spread over three brands (up 2 spots from 2004).

Yet for a single spot of \$2.4 million, the advertising cost for a ubiquitous franchise such as Subway breaks down to just \$133 when divided between the 22,745 restaurants in the chain. "The collective marketing power among franchised businesses is formidable," adds Purvin.

After Bud, only five advertisers ran more than one or two commercial spots. The National Football League, itself engaged in franchising, ran five promotional spots. General Motors and Pepsi (both product franchisors) each ran six spots for various brands. Two cooperative networks, California Cheese and Emerald Almond Growers, each ran one ad.

FOX (which franchises its network affiliates) ran 21 promotional spots. Even subtracting network promotions, however, franchisor-related ads totaled 51, compared to the 42 non-franchised ads.

Business format franchisors -- those of which consumers traditionally associate with franchising -- accounted for nine commercials (up 50 percent from 2004) from McDonalds, Blockbuster Video, Pizza Hut, Subway, Taco Bell, Quiznos, and Jack-in-the Box (two regional spots). Still, the business-format franchising ads were down significantly since 2002, when the segment accounted for 23 ads.

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The only non-franchised retailer to advertise was Staples with one spot. There were 10 motion picture ads (one each for 10 different movies), the same as last year, and 14 ads for manufacturers.

During the game approximately 50 advertisers aired 119 spots, including three public service announcements. Pre-game and post-game ads were not considered in this count, but franchisors dominated these shows as well. Pepsi, Subway, Miller Brewing, Pizza Hut, Blockbuster, General Motors, Radio Shack, State Farm Insurance, Toyota and Volvo each sponsored segments of the 4-hour pre or post game show. H&R Block, recently a major player, stayed away from the party this year.

In another interesting twist, franchised brands also veered this year from using controversial ads. Budweiser voluntarily chose not to show a planned spoof-spot that attempted to explain Janet Jackson's over-exposure as the result of a Bud Beer Man trying to filch a tall cold Bud. Ford pulled a spot showing a priest lusting after a Lincoln SUV, and Fox banned Miller Brewing ads that too directly attacked Budweiser (coincidentally, the game's number one sponsor). All of these scratched spots were from the franchising segment. Nevertheless, the wardrobe malfunction card was played by one of the few dot-com spots, GoDaddy.com.

The American Association of Franchisees and Dealers is the oldest and largest direct member non-profit trade association representing the interests of franchisees and independent dealer networks throughout the United States. Stressing market solutions and franchisee empowerment through independent franchisee associations, the AAFD has grown to represent more than 12,000 franchised businesses nationwide.

For press interviews or to obtain more information about the AAFD and its annual Advertising Super Bowl surveys, call Frank Sabatini Jr., at 619-543-9544.

Advertising Super Bowl XVIII Final Game Day Stats follow:

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	2005	2004	2003	2002	2001	2000
Franchise-related ad totals	74	78	62	75	84	78
Beer & Liquor	13	10	14	13	11	20
Auto/Truck	14.5	14	7	11	17	7
Soft Drinks	6	8	5	7	7	3
Business Format (Fast Food)	9	6	10	23	8	6
Product Franchises (other)	36.5	33	0	0	5	6
Traditional Franchises	51	39	36	54	48	46
Network Promos	21	29	26	21	30	32
Cooperatives	2	3	0	0	0	0
Total Number of Brands		20	15	20	24	15
Budweiser	12	10	12	12	8	19
Ford	6					
Pepsi - Brands	6	6	4	7	5	5
National Football League	5	7	4	6	6	5
Non-franchise-related ad totals	42	38	36	44	64	76
Dot.Com	5	10	7	8	11	36
Investment Firms	0	0	3	4	15	13
Movies	10	10	8	12	9	10
Retailers	1	6	9	9	14	n/a
Manufacturers	13.5	12	7	6	6	17
Other	10.5	27	n/a	n/a	n/a	n/a
Total Number of Brands	53	n/a	n/a	n/a	n/a	n/a
AmeriQuest Mortgage	3					
Public Service Announcements	3	4	5	6	4	n/a