

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Advertising Super Bowl XVI: A Slim Win For Franchising

San Diego, CA. The American Association of Franchisees & Dealers (AAFD) has released the tabulations for the sixteenth Advertising Super Bowl. For the first time since franchised businesses and non-franchised enterprises each purchased the same number of advertising spots, 36 a piece. With a record number of 26 promotional spots run by the ABC network, the balance shifted in favor of franchised advertising for the 15th time in 16 years.

Perhaps reflecting a troubled US economy, or a near record \$2.1 million average price per 30 second spot, there were fewer total ads, and the number of spots per advertiser was down across the board. Budweiser led all advertisers with 11 spots spread over 3 brands (down from 12 the previous year). After Bud, only 3 advertisers, General Motors, Pepsi and the National Football League (all also in the product franchising community) each ran 4 spots. No one else ran more than 2 spots.

Business format franchisors (those like McDonald's, Subway and Meineke that consumers traditionally associate with franchising) did not sustain a one year burst from 2002 when they led all industry categories with 23 spots. This year business format franchises ran only 10 spots during the game.

Motion picture spots (10, down from 12 last year) dominated the non-franchised categories, followed by manufacturers (9) and Dot.com advertisers (7). For the second year in a row, no non-franchised retainers advertised.

The pre-game and post-game shows were dominated by business format franchisors, including some 40 spots that were run by Radio Shack (8) KFC (6), H&R Block (6), Pizza Hut (6), among others. With product franchisors, there were 73 franchise sponsored spots compared to 47 non-franchised during the pre-game programs. By contrast, product franchises like Budweiser, Pepsi and General Motors 24 spots in pre-game, cutting from 31 the previous year.

According to AAFD Chairman, Robert Purvin; "Super Bowl advertising continues to demonstrate the power of franchising. How else can a small businessman presume to share in the opportunity to share his message with 60 million households at one time?"

Said Purvin, "This year, a 10% price increase drove many franchising companies to the pre-game bargains, but the Super Bowl event was clearly dominated by franchised companies."

108 total advertisements aired during the game, including 10 public service (anti-smoking and drugs) spots. The total was down substantially from the last two years. Although pre and post game ads were not considered, franchisors dominated these shows as well by impressive margins, with H&R Block, Pizza Hut, General Motors, AT&T Cellular, Pepsi (Sierra Mist) and Radio Shack taking major sponsorships, along with Nextel and Sony Play Station among non-franchisors.

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.

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Advertising Super Bowl XV Final Game Day Stats

| Category | 2003 | 2002 | 2001 | 2000 | 1999 |
|--|-----------|-----------|-----------|-----------|-----------|
| Franchise Related Ad Totals | 62 | 75 | 84 | 78 | 55 |
| Beer & Liquor | 14 | 13 | 11 | 20 | 11 |
| Auto/Truck | 7 | 11 | 17 | 7 | 8 |
| Soft Drinks | 5 | 7 | 7 | 3 | 7 |
| Business Format (Fast Food) | 10 | 23 | 8 | 6 | 3 |
| Product Franchises (other) | 0 | 0 | 5 | 6 | 3 |
| Traditional Franchises | 36 | 54 | 48 | 46 | 32 |
| Network Promos | 26 | 21 | 30 | 32 | 23 |
| Total Number of Advertisers | 15 | 20 | 24 | 15 | n/a |
| Budweiser | 12 | 12 | 8 | 19 | n/a |
| Pepsi | 4 | 7 | 5 | 5 | n/a |
| National Football League | 4 | 6 | 6 | 5 | n/a |
| Non-franchise Related Ad Totals | 36 | 44 | 64 | 76 | 39 |
| Dot.Com | 7 | 8 | 11 | 36 | 6 |
| Investment Firms | 3 | 4 | 15 | 13 | n/a |
| Movies | 8 | 12 | 9 | 10 | n/a |
| Retailers | 0 | 0 | 9 | n/a | 6 |
| Manufacturers | 9 | 9 | 14 | n/a | n/a |
| Other | 7 | 6 | 6 | 17 | 27 |
| No advertiser more than 2 | | 4 | 3 | 7 | n/a |
| Hotjobs.com | 2 | n/a | n/a | n/a | n/a |
| Visa | 2 | 3 | 2 | n/a | n/a |
| Monster.com | 2 | 2 | 2 | n/a | n/a |
| Number of .Com Companies | 5 | 5 | 8 | 20 | n/a |
| (Public Service – Anti-Smoking/Drugs) | 10 | 6 | 4 | n/a | n/a |
| <i>Not included in total</i> | | | | | |