

PRESS RELEASE

American Association of Franchisees & Dealers
The Center for Total Quality Franchising[®]
P.O. Box 81887
San Diego, CA 92138-1887



For more information contact:

Robert L. Purvin, Jr., Chair, Board of Trustees
Phone: 800-733-9858
Fax: 619-209-3777
E-mail: bobp@AAFD.org
Internet: www.AAFD.org

Ira L. Young, Vice President, General Counsel
Tutor Time Learning Centers, Inc.
Phone: 248-697-9109
Fax: 248-697-9209
E-Mail: iyoung@learningcaregroup.com
Internet: www.tutortime.com

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Tutor Time Child Care Centers Earns Fair Franchising Seal

The American Association of Franchisees and Dealers has announced that Tutor Time Child Care/Learning Centers (Tutor Time) has earned the AAFD's Fair Franchising Seal. Culminating from one of the most impressive uses of the accreditation process since the award was created, Tutor Time and its independent franchisee association spent almost two years negotiating a new franchise agreement that scored more than 93% conformity with the AAFD's Fair Franchising Standards.

“Tutor Time, its CEO Bill Davis and the Tutor Time Franchisee Association epitomize the quest for *Total Quality Franchising*,” said AAFD Chairman, Robert Purvin, in announcing the award. “As impressive as gaining recognition as an AAFD Accredited Franchisor is, the cooperative effort of management and franchisees working together to accommodate their respective goals and concerns literally defines the mission of the AAFD. Win-win franchising is a cooperative effort.”

Since its launch in 1990, Tutor Time has grown to become one of the largest child care franchise systems in the world. Children participate in programs that encourage creative exploration and discovery, activities that promote fitness and healthy living, and fun and exciting lessons that prepare them for a lifetime of learning. All practices are based on developmentally appropriate practices that align with nationally recognized, early childhood educational standards.

“We are very proud to have been nominated and honored with the distinguished Fair Franchising Seal,” said Bill Davis, President and CEO of Learning Care Group, Inc., Tutor Time's parent company. “It is particularly meaningful because it reflects our overall commitment to quality in every aspect of our business. We are working to be recognized as the premier child and family

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Tutor Time Child Care Centers Earn Fair Franchising Seal . . . Page 2 of 3

education corporation in the world.”

John Scurti, President of the Tutor Time Franchisee Association, joined members of the Association’s negotiating committee, including franchisees Steven Kaufman, David Green, and past President Ken Johnsson to issue a joint statement on behalf of Tutor Time franchisees: "The award of the AAFD Seal to our franchisor delights our family of center owners. A combination of a new corporate president with a new vision, a determined association, experienced franchise attorneys, and the mediation support of the AAFD, resulted in a fair and equitable agreement. We all look forward to continued cooperative work to make even greater strides."

Roy Flora, Senior Vice President of US Franchise Systems, an existing AAFD Seal Recipient, congratulated Tutor Time on earning AAFD Accreditation. Flora added, “While organizations, ours included, receive a variety of accolades, awards and recognition, the one we covet the most is the AAFD Fair Franchising Seal. AAFD recognition represents a vote of approval from those you serve and partner with, your franchisees, that you're doing something right and that you have demonstrated a shared relationship working together to achieve mutual success.”

Of particular interest to the AAFD were two key initiatives identified in Learning Care Group, Inc.’s Annual Report:

- Centralization of purchasing and facilities management to maximize buying power, reduce costs and improve the quality of our centers.
- Standardization and communication of operating policies and procedures including “best practices.”

Said Chairman Purvin, “I was privileged to facilitate and mediate the contract negotiations between management and the franchisees. In all my years of participating in contract negotiations, I have never been more impressed by the fair-mindedness that all parties brought to the process. The importance of the AAFD Fair Franchising Seal is that it rewards exemplary practices in the franchising marketplace. The Seal gives franchise buyers a legitimate standard by which to judge a franchise opportunity. Moreover, it represents an effective vote of confidence and approval by the system’s own franchise owners.”

The Fair Franchising Seal is awarded to franchisors nominated by their own independent franchisee association or Franchise Advisory Council as having an exemplary record of franchise practices that embody equity, fairness and service to the organization.

In order to earn the Seal, the nominated company’s franchise agreement must be consistent with the spirit of AAFD’s *Fair Franchising Standards*, and the company must receive approval from at least 75% of its franchisees in a confidential survey conducted by the AAFD. Tutor Time’s franchise agreement received one of the highest grades ever given by the AAFD’s Standards Committee.

According to Richard L. Rosen, Chairman of the AAFD Fair Franchising Standards Committee,

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Tutor Time Child Care Centers Earn Fair Franchising Seal . . . Page 3 of 3

"The members of the Standards Committee are gratified that the AAFD's Fair Franchising Seal has been awarded to Tutor Time. The Fair Franchising Standards were promulgated to set standards along which franchisors and franchisees could travel to reach a more equitably balanced relationship. The awarding of the Seal to Tutor Time is another indication that Fair Franchising is not only attainable but, in many cases, a reality."

Tutor Time will be formally recognized at the AAFD's 2005 Annual meeting.

About Tutor Time

Tutor Time's parent company, Learning Care Group, Inc. is one of the largest publicly traded, for-profit providers of early childhood care and educational services in the United States. Learning Care Group, Inc. provides center-based educational services and child care to children between the ages of six weeks and 12 years, and is an international corporation with 466 locations in 27 states. www.tutortime.com, www.learningcaregroup.com

About AAFD

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. More information about AAFD is available at www.AAFD.org.

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