

PRESS RELEASE

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AAFD Announces Peter Hanson as New President

San Diego, CA: The American Association of Franchisees and Dealers is pleased to announce that Peter Hanson has been appointed to the position of President and Chief Operating Officer of the Association. Peter brings a substantial resume of business skills, strengths, and franchising leadership credentials that greatly increase the AAFD's ability to serve our community with improved operations and guidance.

Hanson has served the AAFD for many years in a volunteer capacity as Treasurer, member of the AAFD Board of Directors for 5 years, and member of the AAFD Standards Committee. Peter was named the AAFD's *Member of the Year* in 2003.

An owner of four Huntington franchises in Southern California, Peter is past President of the Association of Remedial Educators, the independent Huntington franchisee association.

Before his life as a franchisee, Hanson served in various senior management capacities, notably as Executive VP-Operations and Finance of Mitchell International, VP and Principal of Polaris Capital Group LTD. VP, CFO of Nucorp Energy, Inc. and Audit Partner of Arthur Young & Co. Clearly, Peter brings a wealth of experience and know-how to the AAFD.

Robert Purvin, Chairman and Chief Executive Officer, is pleased to be able to turn over the reins for the operations and administration of the Association to a skilled businessman with multifaceted talents. *“At all levels, Peter Hanson’s joining and leading the AAFD staff portends to be a major boost to our continued growth and success. Peter’s vast experience in franchising, franchisee leadership, business administration, marketing and accounting brings a level of talent we would have never been able afford, but for Peter’s passion for the AAFD’s mission and our potential to accomplish great things for the franchising community.”* according to Purvin.

Purvin added, *“The fact that Peter is not new to us, nor we to him, is an added blessing, shortening the learning curve and expediting our ability to engage Peter’s talents, positioning the Association to achieve the ambitious goals recently established by our Board of Directors.”*

The AAFD also announced two significant promotions within the Association. Vickey Doescher has been promoted to Vice President of Member Support, and Ron Soto has been elevated to Vice President of Supplier Development and Support..

Ms. Doescher is a 2-year member of the organization’s administrative team. Her responsibilities include all areas of member services, web site administration, coordination of newsletters and other publications, and event planning. Before joining the AAFD, Ms. Doescher enjoyed a fruitful career in computer programming and document processing, notably as owner of Thee Data Store, a document processing service center. Vickey learned her skills over a 25 year career in data processing including eleven years with Texas based CompData, Inc., as Director of Operations.

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Ron Soto was formerly Director of Supplier Programs. Although Ron just joined the AAFD staff in June, he also is no stranger to the AAFD. Ron served for four years on the AAFD Board of Directors and continues to serve on the AAFD Standards committee.

Ron is a past President of the Meineke Dealers Association (and now serves as that Association's Executive Director through the AAFD). Ron was a Meineke Dealer owning six stores over a course of 17 years.

Chairman Purvin congratulated Ms. Doescher and Mr. Soto on their promotions. Said Purvin, "These two key staff members have proven their mettle and leadership within the AAFD, and we are delighted to demonstrate our appreciation with these well deserved promotions."

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 20,000 franchised businesses nationwide.

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