



AMERICA'S BEST FRANCHISING
I N C O R P O R A T E D

FOR IMMEDIATE RELEASE
November 19, 2007

CONTACT: Peter G. Mathon
P. R. Counsel for
America's Best Franchising
404-814-1011

SURVEY IDENTIFIES TWO "VERY GOOD" FRANCHISE OPPORTUNITIES

Two hotel brands – America's Best Inn & Suites and Country Hearth Inn & Suites – have been rated as "very good franchise opportunities," according to independent research conducted by the Franchise Business Review.

The findings are based on a 40-question survey conducted in September of franchisees doing business under the America's Best and Country Hearth brands.

"There are more hotel franchise opportunities today than ever," explained Eric Stites, president of Franchise Business Review. "Our surveys provide the unbiased truth about the health of a franchise system directly from the franchisees, who are the real experts about their brand."

Key findings of the survey include:

- 77% of America's Best franchisees and 78% of Country Hearth franchisees rated their overall franchise satisfaction as excellent, very good or good
- 89% of both franchisees rated their relationship with brand management as honest and ethical
- 67% of America's Best franchisees and 72% of Country Hearth franchisees rated their franchise fees as fair
- 73% of America's Best franchisees and 69% of Country Hearth franchisees rated the overall support they receive from the brand management as excellent, very good or good

"One of the most important evaluation factors for prospective franchise buyers is the satisfaction of existing franchisees," said Doug Collins, chairman and CEO of America's Best Franchising Incorporated, which operates both the America's Best and Country Hearth brands.

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“This survey shows why America’s Best Franchising is more than just our name – it’s the way we do business.”

Franchise Business Review asked franchisees about a variety of subjects which are vital to a successful hotel enterprise, including their brand’s training and support, field operations, relations between franchiser and franchisee, financial opportunity, and overall franchise system.

“Based on the responses we received, America’s Best and Country Hearth both earned a four-star rating, which is one of our highest possible scores,” added Stites, whose market research firm conducts independent surveys of franchisee satisfaction and franchise buyer experiences in a variety of industries.

Complete copies of the survey are available by calling America’s Best Franchising Incorporated at its headquarters in Atlanta at 770-393-2662.

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About America’s Best Franchising, Inc.

America’s Best Franchising, Inc. currently franchises the Country Hearth Inns & Suites and America’s Best Inns & Suites lodging systems. America’s Best Inns & Suites (www.americasbestinns.com) are mid-priced hotels with single, double and suite accommodations, complimentary breakfast and free local phone calls. There are currently 96 properties and 6,612 rooms open in the U.S., Canada and South America. Country Hearth Inns & Suites (www.countryhearth.com) are mid-priced, limited-service hotels that provide southern hospitality, comfort and value. There are currently 90 properties and 5,745 rooms open in the U.S. and Canada. For additional information, contact 770-393-2662.