

## **KIDZAAM MEDIA RELEASE**

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### **FOR IMMEDIATE RELEASE:**

### **KIDZAAM PLANS NATIONWIDE EXPANSION**

### **AMERICA'S TOP FRANCHISE FIRM TO REPRESENT KIDZAAM**

Prescott, AZ.....January....2008....Dr. Al Higgins, visionary founder of KidZaam Pediatric Dentistry announced today that America's foremost franchising organization, iFranchise Group, has agreed to help franchise KidZaam's revolutionary Pediatric Dentistry practice coast to coast.

"I am pleased and excited that iFranchise will be working with us in the strategic planning and marketing of KidZaam. The iFranchise Group has an unparalleled record of top performance in the franchising industry," said Dr. Higgins.

A leader in the franchise industry, the iFranchise Group of veteran executives have worked with half of the top 200 hundred franchises in America including such household names as McDonalds, Ace Hardware, Blockbuster, Chevron, Haagen-Daz and Krispy Kreme to mention but a few.

"KidZaam came to us with some very impressive credentials and quickly worked through our screening process with flying colors. This is one of the most exciting franchise concepts I have seen in the past 23 years," stated Mark Siebert, CEO, iFranchise Group, Chicago, Illinois.

iFranchise Group receives hundreds of inquiries every month from parties interested in the development of a franchise program. Each company must pass a very rigorous screening process in order qualify as a potential franchise client that the iFranchise Group deems can succeed in the marketplace. With a combined experience of more than 400 years in franchising, the iFranchise Group is a hands on, no nonsense organization with a proven track record of highly successful franchises.

"KidZaam has developed an exceptional Pediatric Dentistry concept proven in three locations. The financial results indicate that a franchisor and future franchisees have the opportunity for excellent returns. The concept was fully realized with a proprietary cast of characters, stunning kids-oriented architecture and décor," stated Mr. Siebert. He continued, "KidZaam's detailed theme throughout creates a dentistry experience like nothing we have ever seen. KidZaam Klub members (patients) actually look forward to

coming to the dentist and the result has been better patient education and preventive dentistry.”

“The iFranchise Group believes,” explained Mr. Siebert, “Kidzaam has the potential to be an outstanding opportunity to develop a new kind of Pediatric Dental practice that provides a great experience for patients, better health care education and preventative care than a standard dental practice as well as excellent returns.”

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