

Exceeding Expectation - Expetec Earns Accredited Contract Status from the AAFD

The American Association of Franchisees and Dealers (AAFD) announced today that Expetec Technology Services, Inc. headquartered in Aberdeen, SD has been awarded Accredited Franchise Contract status. AAFD honors those organizations whose franchise agreement conforms to the AAFD's Fair Franchising Standards. The award was presented to Expetec at the group's national conference in Dallas, TX.

Expetec Technology Services is a full spectrum IT service provider with locations in 24 states and Canada. The system's franchisees provide technology services for small and medium-sized businesses including network security, business continuity, disaster recovery, web services and network administration along with IT equipment sales and repair.

Expetec President, Joan Ganje-Fischer, long time AAFD member and long time employee of Super 8 corporate headquarters, was first exposed to AAFD's win-win concept of collaborative franchising as a Super 8 franchisee. Expetec was eager to adapt the *Total Quality Franchising* practices for the Expetec system.

Joan appreciates the AAFD Accreditation, she stated proudly, "Expetec has committed itself to a collaborative franchise culture, and one that sets a standard of mutual respect between franchisors, franchisees, and customers, the AAFD Accreditation is a testament to achieving our long term goals."

Franchise Development Vice President Steve Hogg, who accepted the award on behalf of the company stated, "Selling franchises in today's business environment can be challenging. We feel having been awarded this prestigious honor will encourage those looking to start their own business in the growing field of technology to take a closer look at the tremendous opportunity offered through our company."

AAFD Chairman, Robert Purvin welcomed Expetec, "Joan Ganje-Fischer is a trusted friend of fair franchising and the AAFD is delighted to welcome Expetec to its list of Accredited Franchises.

The AAFD is a national non-profit trade association representing the rights and interests of franchisees and independent dealers throughout the United States. For more information about the AAFD, please call toll free - 800-733-9858 or visit www.AAFD.com.

Steve/Bob: I wasn't sure if we meant to include "our" version of About the AAFD or not. I have copied it below

The AAFD is a national non-profit trade association representing the rights and interests of franchisees and independent dealers throughout the United States. Formed in 1992, the AAFD is focused on market driven reform to achieve its mission to define and promote collaborative franchise cultures that the AAFD describes as *Total Quality Franchising*. Since its formation the AAFD has grown to represent more than 50,000 franchised

businesses throughout the United States. The AAFD currently has members in all 50 states and represents more than 100 different franchise systems.

The AAFD's Fair Franchising Standards, Fair Franchising Seal, Trademark Chapters, and emphasis on Marketplace Solutions led to the Association's recognition as a growing force in franchising. The AAFD Purchasing Co-op and e-Commerce Marketplace add a new dimension to the value of AAFD membership. The AAFD's Branded Partner Program provides a broad range of member services designed to help franchisees build market power, create legislative support of interest to franchisees, provide legal and financial support, and provide a wide range of general member benefits.

For more information about the AAFD, please call toll free - 800-733-9858 or visit www.AAFD.com.