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Franchise Update Media Group Announces STAR Award Winners for 2009

New Categories Added This Year – SEO and Social Media

SAN JOSE, Calif., Oct. 13, 2009 – Franchise Update Media Group, the leading industry resource for franchise development, announces the winners of its annual STAR (Speaking To And Responding) Awards, which included two new categories this year – SEO and Social Media. The awards recognize excellence in lead generation, recruitment, and industry-wide best practices in franchising.

The winners received their awards at the Franchise Leadership & Development Conference, which was held in Chicago at The Drake Hotel, Sept. 23-25, 2009. The franchises with the most successful practices in generating leads and identifying qualified prospects received awards in five categories: Website, Telephone, Telephone and Website, SEO, and Social Media.

“Generating leads and qualifying prospects are the growth drivers of the franchise industry, and recognizing successful strategies provides validation for the winners and an example for other companies looking to improve their practices,” said Therese Thilgen, president of FUMG. “The addition of the SEO and Social Media categories highlights the importance of utilizing all of the communications options that are available to franchises for their outreach initiatives and recruitment programs.”

The awards are determined on the results compiled by mystery shoppers, who contact franchises by telephone, through the company’s website and through social media channels. Each franchise is evaluated according to a list of standard criteria that document the length of time it takes to obtain franchise information and reach a franchise development representative.

Posing as ideal franchise candidates, mystery shoppers contacted over 100 brands via their websites and on the telephone. The winners for 2009 are:

STAR Awards – Website:

- 1st Place – Great Clips, Inc.
- 2nd Place – PostNet International Franchise Corporation
- 3rd Place – Meineke

STAR Awards – Telephone Winners:

- 1st Place – Floor Coverings International
- 2nd Place – Panchero’s
- 3rd Place – Bijoux Terner

STAR Awards – Telephone and Website Winners:

- 1st Place – Epcon Communities Franchising, Inc.
- 2nd Place – BrightStar Healthcare
- 3rd Place – PostNet International Franchise Corporation

STAR Awards – SEO Winners:

- 1st Place – Spring-Green
- 2nd Place - BrightStar Healthcare

STAR Awards – Social Media Winners:

- 1st Place – Panchero’s
- 2nd Place – CKE Restaurants

“We want to congratulate this year’s winners for implementing and executing the processes, procedures and systems that help them achieve their growth objectives,” Thilgen said.

STAR winners’ photos can be viewed online at <http://www.flickr.com/photos/franchiseconference>.

About Franchise Update Media Group

Founded in 1988, Franchise Update Media Group (FUMG) produces online franchise sites, magazines, research, books and conferences in franchising. Targeting franchise audiences online, in print and in person, FUMG delivers a unique combination of education and lead-generation sources that helps franchisors, multi-unit franchisees and suppliers achieve their growth objectives. For more information, please visit www.franchiseupdatemedia.com.