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**New Partnership Makes Franchise Business 'Practically Perfect in Every Way'**

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**New Partnership Makes Franchise Business 'Practically Perfect in Every Way'**

May 15, 2007 -- "Think, wink, and double-blink – close your eyes and jump!" It doesn't take a magical spell to find the perfect childcare solution. With one click of the mouse or a quick phone call, parents in need of long-term or emergency childcare will be connected with the help they need.

Nanny Poppinz Corporate, Inc. is a Florida-based franchisor that trains franchisees to serve families in their area by recruiting, evaluating and referring the finest nannies and babysitters in the nation. With an extensive list of requirements and exacting standards, Nanny Poppinz delivers excellent care and customer service to families when they need it most. "We can boast that we are the only nanny agency to offer our services, 24 hours a day, 7 days a week," said company president, Deneane Maldonado.

Now, after experiencing success in locations throughout Florida, the company is expanding nationally and joining forces with franchise expert Gary Findley to aid in the company's growth. Findley is the CEO and founder of the Findley Group, a franchise consulting company based out of Waco, TX. Prior to starting the Findley Group, Findley served as President of Curves International, leading the fitness franchise to experience astonishing growth- from 50 locations in 1996 to more than 8,000 in 2004.

The Findley Group will assist Nanny Poppinz in marketing, franchise sales, territory development, royalty collection, and database management. The partnership between the two companies will allow Nanny Poppinz to focus on operations and franchisee support.

Both parties are optimistic about expanding the brand and recognize a growing need for the services Nanny Poppinz provides. The Urban Institute reports "nearly three out of four young children with employed mothers are regularly in childcare"— a trend that shows no sign of slowing down.

According to the U.S. Department of Labor, both the number of women in the labor force and the number of children under five years-old are expected to rise over the next 10 years. Additionally, childcare provided by parents or relatives is likely to decline making the need for childcare workers even greater.

Along with providing an essential service in an exploding industry, Nanny Poppinz franchisees will enjoy the freedom and flexibility of owning a home-based business. "Buying a Nanny Poppinz franchise was the best thing I have ever done," said Lisa Paolo of Palm Beach, FL. "It has afforded me financial freedom while working from home and being able to intimately share in my children's lives."

Nanny Poppinz is committed to providing a business opportunity that is widely attainable, empowering many to achieve The American Dream. "Other advantages for a Nanny Poppinz franchisee are our minimal initial investment, quick start-up, and low monthly operating expenses," said Vice President Susan McCloskey.

The combination of Nanny Poppinz' unique service and Findley Group's franchising expertise, makes Nanny Poppinz one of the most promising new franchise systems in the U.S.

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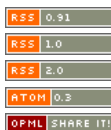
## SUMMARY

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