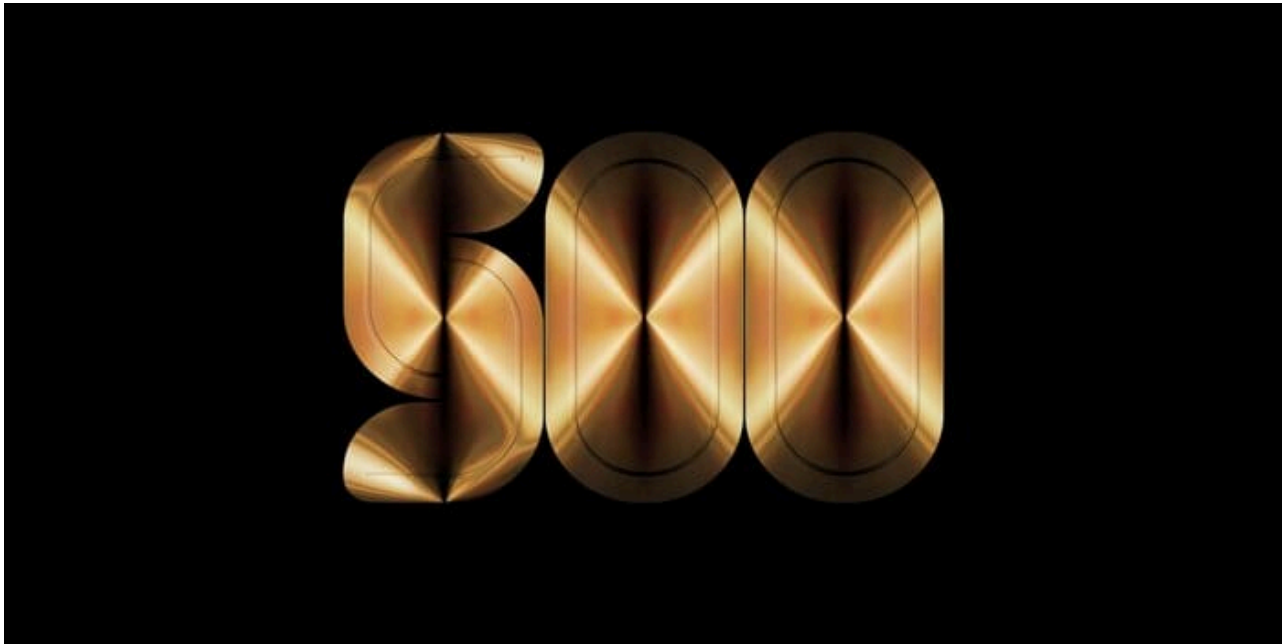


Our Town America Named a Top Franchise Brand by Entrepreneur Magazine



Clearwater, FL (January 21, 2019)

Our Town America, the nation's first and fastest growing new mover marketing franchise, recently ranked in *Entrepreneur* magazine's Franchise 500®, the world's first, best and most comprehensive franchise ranking. Placement in the Franchise 500® is a highly sought-after honor in the franchise industry, as evidenced by the fact that Entrepreneur received more than 1,000 applications this year, making it one of the company's most competitive rankings ever.

Recognized as an invaluable resource for potential franchisees, the Franchise 500® ranked Our Town America 428th for its outstanding performance in areas including unit growth, financial strength and stability, and brand power.

"As we celebrate 40 years of producing the Franchise 500, it's a good opportunity to step back and look at how much has changed since that first ranking in 1980," says Jason Feifer, editor in chief of *Entrepreneur*. "While the franchise business model has changed little, the strongest franchise brands are constantly evolving and innovating to keep up with changing trends and technology."

The key factors that go into the evaluation include costs and fees, size and growth,

support, brand strength, and financial strength and stability. Each franchise is given a cumulative score based on an analysis of more than 150 data points, and the 500 franchises with the highest cumulative scores become the Franchise 500® in ranking order.

Over its 40 years in existence, the Franchise 500® has become both a dominant competitive measure for franchisors and a primary research tool for potential franchisees. Our Town America's position on the ranking is a testament to its strength as a franchise opportunity.

To view Our Town America in the full ranking, visit www.entrepreneur.com/franchise500. Results can also be seen in the January/February 2019 issue of Entrepreneur, available on newsstands January 15th.

For more information on the Our Town America franchise opportunity, please visit <https://www.newmoverfranchise.com/>.

About Our Town America

For over 45 years, Our Town America has been providing new movers with traditional hospitality by mailing warm housewarming gifts from local neighborhood businesses in a premium welcome package. Since the company started franchising in 2005, Our Town America has consistently been placed in the Franchise Top 50, ranking top in their category for franchisee satisfaction.

Our Town America's dedication to the "sponsor exclusivity" concept, meaning Our Town America will only recommend one of each business type in any specific zip code within its welcome packages, has been one of the key catalysts for the company's long-term success. In addition, sponsors consistently rave about other unique aspects of the new mover marketing program – such as their ability to reach a brand-new audience of impressionable new movers each month and the insightful data/metrics delivered by Our Town America's innovative pinpoint tracking system.

Due in large part to Our Town America's devotion to those concepts, thousands of satisfied business owners throughout the United States attest to the success and effectiveness of the program. Additionally, dozens of locally owned franchisees

validate Our Town America's concept as a viable business opportunity.

It is Our Town America's mission to assist new movers adjusting to their community, help businesses gain new and loyal customers and provide franchisees with an excellent opportunity. The eight million households who receive Our Town America's welcome packages each year prove that Our Town America is committed to following through on that mission statement.

For more information, visit the Our Town America website at <https://www.ourtownamerica.com> or call 1-800-497-8360.

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