

BrightStar® Independent Franchisee Association

An affiliated Chapter of the

American Association of Franchisees & Dealers

Your Center for Total Quality Franchising®

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Dear BrightStar Franchisee:

Several BrightStar® franchisees have formed the BrightStar® Independent Franchisee Association Chapter of the AAFD. The purpose of this new alliance is to assist in the protection and betterment of our respective investments in our businesses. Your support and commitment is needed. We have formed a Chapter Steering Committee and have adopted the following Mission and Goal Statement.

- **OUR MISSION STATEMENT:** *To strengthen, promote and protect the value and profitability of all BrightStar franchise owners.*
- **OUR GOAL:** *To foster a spirit of cooperation and channel pro-active energies to resolve common problems and develop better approaches to operating our businesses.*

We invite all BrightStar Franchisees to join our efforts to achieve our mission and goal. By taking a **TOTAL QUALITY FRANCHISING** approach to franchise development, every stakeholder in the BrightStar franchise will be positioned to optimize unit profitability and build a premium brand.

There are many reasons to encourage all our fellow franchisees to join our effort. Here are a few reasons:

1. *To provide a unified voice of BrightStar Franchisees to protect our collective interests.*
2. *To network with your fellow BrightStar Franchisees to identify common interests, issues, opportunities, and to make us all better competitors within our industry.*
3. *To gain the collective strength, as well as political and marketing clout, gained by our affiliation with the oldest, largest and most respected generic non-profit trade association representing the interests of franchise owners in the United States.*

These are just some of the benefits to be gained by joining together and communicating on an ongoing basis. In a competitive environment that is constantly changing, it is incumbent on us to join forces for our common benefit, to support our franchise system, and to support each other in challenging times. Our very survival depends on our standing up for the independent BrightStar franchisee, working to improve our profitability, and working to assure our franchisor's faith and confidence in our importance to the vitality of the entire system.

Please visit our web site at www.CaringOwners.com to learn more about the Association and join the team!

Join us on our next conference call: Wed, June 18th at 4:30PM ET. Please go to the website to register.

Yours sincerely,
The BrightStar Independent Franchisee Steering Committee

Arnold Bryan, Candice Brainard and Steve Evans, Ignacio Cespedes, Maurice Geyen, Tim & Carolyn Golden, Robert Gutierrez, Lori Calder-Miller, Max Minevich, Thom and Cyndi Moore, Egons Plavnieks, Robert Brueckman, Patricia Preztunik, Eric Speichinger, Mechell Vieira, Paul and Christine Wichman