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**FOR IMMEDIATE RELEASE**

## **Primrose Schools Enters Five New U.S. Markets, Prepares for West Coast Franchise Expansion**

**ATLANTA** (Sept. 27, 2011) – Quality early childhood education will be more accessible to families in major U.S. markets as Primrose Schools opens its first preschools in Chicago, New Jersey, Washington D.C., Philadelphia and Boston. In addition to 12 schools under development in these key new markets, the educational [child care franchise](#) with 231 schools announced today that plans are also already underway to identify franchise candidates to open locations throughout California, Washington and Oregon.

Primrose executives cite the company's long history of strong loan performance by Franchisees, growing demand for quality educational child care, and unparalleled education/business delivery model allowing the company to achieve its goals of entering these new major markets in the U.S. Since the [Wall Street Journal](#) named the Primrose Franchise System among the top loan performers in 2008, the company has continues to experience a higher number of loans and larger dollar value when compared to its competitors. Primrose Franchise System continues to have one of the lowest default rates in the industry.

The company also set itself apart from the competition with a recently released report indicating that Primrose students are [well-prepared for school](#) – more than 90 percent of Primrose students mastered 80 percent of the school readiness concepts outlined by nationally-recognized Bracken Assessment. Primrose students also show 1.5 times more growth than their peers in concepts mastered by the end of the school year.

"Our franchise owners choose Primrose because they want to provide the very best educational child care experience to the families they serve, and we have the student outcome data to support the effectiveness of our Balanced Learning® curriculum," said Darin Harris, COO of Primrose Schools. "Whether they have children, grandchildren or friends who were a part of the Primrose family, the majority of our franchise owners decide to start their own schools because of the lasting impact that our approach to early education has left on them."

Unlike any other preschool franchise, Primrose Schools consistently delivers the exclusive Balanced Learning® curriculum, a unique balance of academics, play and character development, for children ages six weeks to five years old as well as after school programs for children up to age 12. Primrose Schools' [Education Advisory Board](#) works to continually improve every aspect of the care and education Primrose students receive, and to help Primrose achieve service excellence to meet the growing demand for quality early education and child care in America.

To learn more about Primrose Schools Balanced Learning programs, its Bracken Assessment results and to hear from some of the Primrose moms whose children are "ready for school," visit [www.justaskaprimrosemom.com](http://www.justaskaprimrosemom.com).

For information about franchise opportunities with Primrose Schools, please visit [www.primrosefranchise.com](http://www.primrosefranchise.com).

### **About Primrose Schools**

Founded in 1982, Primrose Schools is the nation's leader in providing consistent, accredited early childhood education and child care services in more than 231 schools in 16 states. The foundation of Primrose Schools is based on a dedicated and passionate group of early childhood professionals providing high quality early education with a balance of learning, character development and play.

Primrose School's Balanced Learning® Curriculum blends teacher-directed and child-initiated activities and is consistently delivered in all Primrose Schools nationwide. This exclusive curriculum is standards-based and enables teachers to help children build a foundation of knowledge and skills that will enable them to move successfully from one level of development to the next. Primrose is the first preschool organization in the country to achieve the gold standard in educational accreditation from AdvancED™ and to require all of its schools to become SACS CASI or NCA CASI accredited. For more information, visit [www.primroseschools.com](http://www.primroseschools.com).

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