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**FOR IMMEDIATE RELEASE**

**Primrose Schools® Reports Record Year for Franchise Sales, Signs Agreement for First California Location**

*Early Childhood Education Provider Sees Growing Enrollment at Schools Nationwide*

**ATLANTA** (January 25, 2012) – In a year when U.S. franchise companies continued to see restricted growth due to lack of access to credit and the prolonged effects of the recession, Primrose Schools awarded 36 new franchises and opened 18 schools in 2011. This achievement establishes the largest pipeline for future growth in the company's 30 year history.

Executives of the more than 240 unit educational child care franchise also announced today the signing of the company's first franchise agreement in California. The school is planned for the San Francisco market and will serve as the launch pad for the company's aggressive West Coast franchise expansion strategy, which calls for 25 new Primrose Schools across California, Washington and Oregon in the next five years.

"The growing demand for quality educational child care across the country, coupled with our unmatched education and business delivery model, has allowed us to exceed our growth projections," said Darin Harris, COO of Primrose Schools. "Our franchise owners recognize the tremendous opportunity at hand to make a difference in the lives of the families and the communities they serve."

In the past year, Primrose Schools also made tremendous progress in other major U.S. markets, including entrance into Chicago, New Jersey, Washington D.C., Philadelphia and Boston, with 11 schools currently under development in these areas. As the company saw a record-breaking year in franchise awards, average Primrose School enrollment grew and exceeded 2010 enrollment for schools open more than two years.

Primrose franchise owners have been able to differentiate from the competition in their communities by pointing to 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 the nationally-recognized Bracken Assessment. Primrose students also show 1.5 times more growth than their peers in concepts mastered by the end of each school year.

Unlike any other preschool franchise, Primrose Schools consistently delivers its exclusive Balanced Learning® curriculum. This curriculum is 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 helps 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 well-rounded early childhood education and nurturing child care services in more than 240 schools in 17 states. The foundation for Primrose Schools is based on a dedicated and passionate group of early childhood professionals providing high quality education with a balance of learning, character development and play.

Primrose Schools offers the Balanced Learning® curriculum which 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. Primrose Schools stands behind its commitment to deliver an exceptional early childhood experience with the Primrose Guarantee, a parent's assurance of enrollment satisfaction. For more information, visit [www.PrimroseSchools.com](http://www.PrimroseSchools.com).

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