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Primrose Schools Unveils Its Highly Anticipated Urban Model

Nationally Acclaimed Franchise Meets Urban Families' Growing Demand for High Quality, Educational Child Care

ATLANTA (August 16, 2010) – For the first time in the company's twenty eight year history, Primrose Schools, *the Leader In Educational Child Care*[®], is introducing its nationally renowned Balanced Learning[®] curriculum and child care services in a metropolitan setting. Primrose Schools' first urban school will open on August 23, 2010 in Midtown Atlanta and serve as the prototype for aggressive franchise expansion to serve families in major downtown areas across the U.S.

"As we look to open similar schools in cities like Houston, Denver, and Boston, we will make it easier for parents to live and raise their children in urban environments," said Jo Kirchner, CEO of Primrose Schools. "Fewer families will have to forgo urban living, take on stressful commutes to work, or give up careers in the city because of the lack of high quality, accredited early childhood education and child care options for their children."

The new Primrose School of Midtown at Colony Square is owned and operated by Keri and Carl Stoltz, new parents and Atlanta residents. Keri Stoltz worked for 10 years as a member of the Primrose Schools Corporate marketing team before she and her husband decided to become franchise owners.

The Stoltzs and Primrose executives worked closely with Atlanta architects, Heery International Inc., on the architecture and interior design of the new school to maintain the look and feel of a traditional Primrose School, yet meet the unique demands of children and parents living in the city. For example, the school features two nursing rooms for mothers and a stroller storage room for families who may walk to the school.

Specific security measures have been implemented at the school to maintain a high level of safety in the new environment. Parents have secure key-card access to the school, either by a designated elevator from the parking deck that opens directly into the school's lobby or by using their key card at the school's main entrance. Key cards are also required to gain access to the main hallway of the school where all of the classrooms are located.

Despite the urban setting, families will feel like they are stepping into a modern version of a craftsman style home, inspired by the bungalows of the surrounding neighborhoods. The school features 12,000 square feet of interior space, including 12 classrooms, as well as 6,700 square feet of outdoor playground space, large for an urban setting. Children will enjoy three playground areas adjacent to the school surrounded by a 6' high privacy fence, featuring age-appropriate play equipment, outdoor learning centers, fitness activities and gardening areas.

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The Midtown school has received a tremendous response from Atlanta families, and will open with more than 70 students pre-enrolled, compared to an average of 40 for the typical school in a suburban market. With over 8,350 businesses in Midtown Atlanta and 9,500 families living within one mile of the school, the Stoltzs have received over 1,000 inquiries and have hosted hundreds of parents at off-site presentations. Many of these families have expressed they are anxiously awaiting the opening to tour the new school and enroll.

“We continue to see the resurgence of young professional families choosing to work and live in urban areas. Primrose is excited to meet the increasing demand for high quality early education in neighborhoods like Midtown,” Kirchner said. “Our expansion into these urban markets will enable us to serve these families as well as those in other thriving suburban communities across the country. We believe this new urban model will help us in our plan to double the size of our company in the next five years.”

For more information about the Primrose School of Midtown at Colony Square please visit www.primrosemidtown.com. For information about Primrose Schools’ new urban model and franchise opportunities, please visit www.primrosefranchise.com or [call 1-800-PRIMROSE](tel:1-800-PRIMROSE).

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 200 schools in 15 states. The foundation of 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 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.

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