

# **FASTSIGNS**

## **FOR IMMEDIATE RELEASE**

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## **Franchise Update Media Group Announces STAR Award Winners**

*FASTSIGNS International, Inc. Wins First Place in Overall Performance*

**(Carrollton, Texas) Oct. 29, 2008** – FASTSIGNS International, Inc., the franchisor of FASTSIGNS® sign and graphics centers, was recognized by Franchise Update Media Group, the leading industry resource for franchise development, as a winner of its annual STAR (Speaking To And Responding) Awards. The awards recognize excellence in lead generation, recruitment and industry-wide best practices in the franchise industry. FASTSIGNS received 1<sup>st</sup> place in the category of “Overall Performance.”

The awards are determined on the results compiled by mystery shoppers, who contact franchises by telephone and through the Internet. The telephone mystery shoppers evaluate each franchise according to a list of standard criteria that document the length of time it takes to obtain franchise information and reach a franchise development representative. The shoppers also log on to franchise websites to evaluate accessibility, content and readability, ease of navigation, online request forms and applications, and most importantly, the amount of time it takes to make contact with a member of the franchise development team. The mystery shoppers contacted 88 franchises by telephone and 113 were contacted through their websites.

“Winning the STAR Award is one of the most rewarding accolades in years,” said Bill McPherson, vice president of domestic franchise development for FASTSIGNS International, Inc. “Being awarded first place in ‘Overall Performance’ says to potential franchisees that FASTSIGNS’ franchise expansion strategy is governed by high integrity, honesty and outstanding customer service. I am very proud of the development team for their efforts in dealing with future franchisees.”

“Growth is what drives the franchise industry, and generating leads and identifying prospects are crucial to the process,” said Steve Olson, publisher of Franchise Update Media Group. “Recognition of successful practices is important to the winning companies in validating what they are doing, and also provides examples for companies that want to improve their practices.”

### **About FASTSIGNS International, Inc.**

FASTSIGNS® sign and graphics centers use innovation and technology to make the sign buying process simple by offering consulting, design, production, file transfer, delivery, installation for a full range of custom sign and graphic products, including wide format banners and POP, site signs, exhibit graphics, window and vehicle graphics, decals and labels, safety and identification signage and floor graphics for interior and exterior use. For more information, visit [www.fastsigns.com](http://www.fastsigns.com).

### **About Franchise Update Media Group**

Founded in 1988, Franchise Update Media Group (FUMG) produces the most highly regarded, popular online sites, magazines and conferences in franchising today. Targeting franchise audiences online, in print and in person, FUMG delivers a unique combination of education and lead-generation sources that helps franchisors, multi-unit franchisees and suppliers achieve their growth objectives. For more information, please visit [www.franchiseupdatemedia.com](http://www.franchiseupdatemedia.com).

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