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Primrose Schools Launches First Urban School in Midtown Atlanta

Atlanta-Based Early Childhood Educational Franchising Company Rolls Out New School Concept, National Growth Strategy

ATLANTA (May 17, 2010)—Primrose Schools, *the leader in educational child care*[®], announces its first urban school, expected to open in August 2010 in Midtown Atlanta. The school launch will mark a significant strategy shift for the Atlanta-based company as it seeks to expand its national footprint.

"We are an innovative company, seizing the moment of transformation that we see towards urban living," said Jo Kirchner, CEO of Primrose Schools. "About five years ago, we noticed a marked increase in young professionals moving back to urban areas. The supply of high quality, educational child care opportunities did not meet the demand for families. As a result, we began strategically planning for the future."

Primrose currently has more than 200 schools in 16 states, including 39 schools in the Atlanta market. Over the last 28 years, the majority of the franchisor's growth has been in suburban markets where land was available and affordable. Now, urban living trends support Primrose's move into the in-town market. The first urban school in Atlanta will serve as a model for future metro market expansion across the country for Primrose.

The demographics in Midtown Atlanta match or exceed Primrose's typical target market. For example, there are currently 9,500 families living within one mile of the school with a projected growth of about 20 percent in the next five years. The more than 3,000 children ages 0-4 and the average income of \$83,000 fit Primrose's target market. Midtown Atlanta also offers more than 8,357 businesses, a much higher concentration of employees than a typical Primrose suburban area.

Already, more than 1,000 parents have expressed interest and inquired about the Primrose School of Midtown. Nearly 40 families have already pre-registered for fall 2010 enrollment.

Primrose School of Midtown at Colony Square Scheduled to Open Aug. 2010

Construction is underway for the Primrose School of Midtown at the 18,500 square-foot-space in Colony Square on Peachtree Street.

The interior finish is designed with a craftsman-style inspired by the bungalows found in Atlanta's in-town neighborhoods. The school will have 12 classrooms, a large resource room and planning area for teachers, a warming kitchen, a lobby and office area, two nursing rooms for nursing mothers and a stroller storage room for families who may walk to the school.

The children will enjoy three play areas totaling about 6,500 square feet, a large space for an urban school setting. The play areas are contiguous to the school and will make use of an artificial turf system for the play surface as well as age-appropriate play equipment and activities. All the play areas are surrounded by a 6' high privacy fence with integral shade canopies for a cooler play atmosphere. There will be one play area for toddlers and two-year-olds, a play area for three-and four-year olds, as well as a dedicated area for infants to go outside and get fresh air.

Parents can access the school, located on the mezzanine level of Colony Square, by a dedicated elevator from the parking deck that opens directly into the school's lobby area or by key card access from other building entrances.

Tishman Speyer is the Colony Square landlord and worked to secure the early childhood education tenant as an amenity for its customers and the community. The school was financed by Midtown- based One Georgia Bank. The architect, Heery International, is also a local Midtown Atlanta firm.

For more information about the Primrose School of Midtown at Colony Square please visit www.primrosemidtown.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 200 schools in 16 states. Primrose School's foundation 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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