

FOR IMMEDIATE RELEASE

Contact: Name
 Company
 Email
 Phone

[COMPANY NAME] RANKED A TOP FRANCHISE IN *ENTREPRENEUR'S* HIGHLY COMPETITIVE 40TH ANNUAL FRANCHISE 500®

City, State (EMBARGOED UNTIL JANUARY 10, 2019-6:00 AM EST) – [COMPANY NAME] recently ranked in *Entrepreneur* magazine's Franchise 500®, the world's first, best and most comprehensive franchise ranking. Placement in the Franchise 500® is a highly sought-after honor in the franchise industry, as evidenced by the fact that *Entrepreneur* received more than 1,000 applications this year, making it one of the company's most competitive rankings ever. Recognized as an invaluable resource for potential franchisees, the Franchise 500® ranks **[COMPANY NAME]** as **[RANKING NUMBER]** for its outstanding performance in areas including unit growth, financial strength and stability, and brand power.

"As we celebrate 40 years of producing the Franchise 500, it's a good opportunity to step back and look at how much has changed since that first ranking in 1980," says Jason Feifer, editor in chief of *Entrepreneur*. "While the franchise business model has changed little, the strongest franchise brands are constantly evolving and innovating to keep up with changing trends and technology."

The key factors that go into the evaluation include costs and fees, size and growth, support, brand strength, and financial strength and stability. Each franchise is given a cumulative score based on an analysis of more than 150 data points, and the 500 franchises with the highest cumulative scores become the Franchise 500® in ranking order.

Over its 40 years in existence, the Franchise 500® has become both a dominant competitive measure for franchisors and a primary research tool for potential franchisees. **[Company Name]**'s position on the ranking is a testament to its strength as a franchise opportunity.

To view **[Company Name]** in the full ranking, visit www.entrepreneur.com/franchise500. Results can also be seen in the January/February 2019 issue of *Entrepreneur*, available on newsstands January 15th.

Company Boilerplate
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