



For Immediate Release

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SIGNS NOW OFFERING BUSINESS OPPORTUNITIES TO ENTREPRENEURS DESPITE CHALLENGING ECONOMY

FRANCHISE COMPANY CONTINUES POSITIVE GROWTH IN 2009

SARASOTA, Fla. (April 23, 2009)—In today's economic climate, many entrepreneurs are finding it difficult to fund and open their own businesses. But, Signs Now, A Division of Allegra Network LLC, is going against these trends by continuing to place individuals in established businesses with successful funding opportunities. The company has already opened seven new franchise locations since December of 2008 and is on track to continue positive company growth well into 2009.

Signs Now has finalized contracts and potential candidates in Boca Raton, Ft. Lauderdale and Orlando, Fla.; Dallas and Austin, Texas; Phoenix, Ariz.; Raleigh, N.C.; Atlanta, Ga.; Helena, Mont.; New Jersey; Rhode Island; Connecticut; and Michigan.

Many of these new centers are a result of the MatchMaker™ conversion program and creative lending options. The MatchMaker™ program, originally developed by Signs Now parent company Allegra Network, matches independent sign shop owners who desire to sell their business with new Signs Now franchisees desiring a quicker ramp up to their new venture.

“We are thrilled to be able to provide proven, successful opportunities for prospective business owners,” remarked Signs Now President Steve White. “Our franchise opportunities with MatchMaker™ are more inviting for buyers and lenders. When you are buying an existing business, you come on board with established sales and cash flow, and in most cases, an experienced staff in place. It makes the transition for our owners much easier and the funding more successful.”

Since funding is pivotal in opening a business, Signs Now has been working with industry-leader FranFund to provide a seamless and successful funding experience for prospective owners. FranFund, an independent company specializing in franchise financing, works with franchisors, franchisees and lenders to provide the best options for funding a franchise. FranFund President and CEO Geoff Seiber has been working with Signs Now for several years and feels the MatchMaker™ Program provides a more bankable option for potential owners and lenders, in comparison to start up businesses.

“In today’s market place, there are good deals out there that go unfunded. We see at least a third of deals fail because financial institutions are not aggressively lending,” explained Seiber. “But, with Signs Now, their MatchMaker™ deals are among those that will get through the financing hurdle. We are not selling blue skies of a start up to the banks, we are selling facts. The facts speak for themselves with an established business.”

Another avenue for successful funding at Signs Now has been seller financing. Phil LeBlanc, director of franchise development, explained that in many of these cases, the buyers do not even have to go to a financial institution to secure a loan.

“With seller financing, it’s beneficial for both parties in the deal,” remarked LeBlanc. “Since we do not charge any kind of brokerage fee to the buyers and provide valuation services at no cost to the seller, it’s a win win situation for all involved,” remarked LeBlanc.

In addition, FranFund President Geoff Seiber, explains that seller financing and traditional lending are also being utilized in tandem to effectively fund franchise deals.

“In many instances we utilize both seller and bank financing on the same project—which proves to be a powerful combination,” explained FranFund President Geoff Seiber. “These typically prove to very successful deals for all involved.”

Whether it’s effective placement or creative lending strategies, or a combination of the two, Signs Now provides the expertise, processes and available markets to make great matches for individuals wanting to own their own business. For more information on becoming a Signs Now franchise owner, call Signs Now Director of Franchise Development, Phil LeBlanc, at (800) 356-3373 or visit the company’s franchise development Web site at www.signsnowfranchise.com.

About Signs Now, A Division of Allegra Network LLC

As a leader and top innovator in the sign and graphics industry, Signs Now truly stands out in a crowded world. Signs Now has over 225 franchise locations across the United States, Canada and the United Kingdom. The corporate offices and the Signs Now Training Academy, Sarasota Campus are headquartered in Sarasota, Fla.

Founded in 1983, the Signs Now service base includes solutions and digital imaging for outdoor and indoor signage, exhibit and vehicle graphics, magnetic signs, banners, window graphics, ADA signage, dimensional letters, directional systems and other visual communications tools to businesses worldwide.

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