



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Wild Birds Unlimited Added to Small Business Administration's Franchise Registry

Carmel Indiana— Because of its recent addition to the U.S. Small Business Administration's (SBA) Franchise Registry, new owners of a Wild Birds Unlimited franchise can now participate in a streamlined review process of SBA loan applications.

The Franchise Registry will help SBA and its participating lenders make consistent eligibility decisions, speed access to SBA financial assistance and recognize industry-specific factors during the loan review process. Wild Birds Unlimited franchise store owners can get better service and quicker loans because loan applications for registered franchisors can be reviewed and processed quickly and efficiently.

"Being a part of the Franchise Registry is a wonderful benefit to all of our new franchise store owners," said Paul Pickett, vice president of franchise development at Wild Birds Unlimited. "Now their needs can be taken care of in a better, more timely manner."

To take advantage of the Registry, Wild Birds Unlimited had to meet SBA's Eligibility Guidelines as well as be recommended by FRANdata, the only objective source for information about franchising, for approval.

Wild Birds Unlimited is part of the original and largest franchise system of backyard birdfeeding and nature specialty stores with almost 300 locations throughout the United States and Canada. Wild Birds Unlimited specializes in bringing people and nature together with their birdfeeding and nature products, their expert advice and educational events. Visit the Web site to shop online and to learn more about franchising opportunities at www.wbu.com.

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