



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Wild Birds Unlimited® Receives 2009 Franchisee Satisfaction Award

Carmel, Indiana – Wild Birds Unlimited has once again received a Franchisee Satisfaction Award from Franchise Business Review. Of the more than 2,500 active franchise systems in the United States, only 115 companies received this award in 2009. This elite group represents the top five percent of all franchise companies. This is the fourth year that Wild Birds Unlimited has been recognized for Franchisee Satisfaction and the third year they have been in the top two in the Specialty Retail Franchises category.

“We are honored and overjoyed that we continue to deliver a level of satisfaction to our franchisees that is award winning,” said Paul Pickett, Vice President of Franchise Development at Wild Birds Unlimited. “We truly see the success of our franchise system as a team effort, and it’s nice to know that all members of that team are satisfied with the job we’re doing.”

“With all the doom and gloom news about the economy lately, it’s great to see that the very best franchise systems are still performing well for their franchise owners,” says Eric Stites, President and CEO of Franchise Business Review. “It is still a good time to buy a franchise business, assuming you choose the right one. This year’s 115 award-winners have a proven record of success and are clearly some of the top investment opportunities in the marketplace today.”

Wild Birds Unlimited is the original and largest franchise system of backyard birdfeeding and nature specialty stores with more than 275 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. For more information on franchise opportunities call Paul Pickett or Linda Gilkerson at (888) 730-7108, or visit the Web site at <http://www.wbu.com/frdev/>.

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