



NEWS RELEASE

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Wild Birds Unlimited Selects BoeFly to Assist Its Franchisees in Obtaining Bank Financing

CARMEL, INDIANA – Wild Birds Unlimited, the original and largest backyard bird feeding and nature specialty retail franchise system, announced today that it has selected BoeFly to assist its franchisees in obtaining bank financing. BoeFly, the premier online marketplace, connects lenders with business borrowers.

Nearly half (49.2%) of the respondents in a recent survey by the International Franchise Association (IFA) of its members identified “financing/access to credit” as the top issue of concern to franchise business leaders. In response to this concern, and bolstered by its success in helping many individual franchisees obtain financing, BoeFly created a portfolio of services for the franchisor market. BoeFly offers franchisees access to a network of lenders, assistance in creating an effective loan request and support managing lender inquiries. Once franchisees’ specific lending criteria is met, BoeFly connects them with lenders, increasing franchise revenue by helping franchisees connect with the capital they need to open their businesses.

Wild Birds Unlimited is the leading nature retail franchise system for the freshest bird food, the highest quality bird feeders and bird feeding equipment on the market today.

“Our mission is to bring people and nature together and do it with excellence,” said Jim Carpenter, Founder, President and CEO of Wild Birds Unlimited. “Like many franchisors, a big growth hurdle is getting our franchisees funded, BoeFly allows us to help franchisees get the loans they need to open up new shops and fulfill the Wild Birds Unlimited mission.”

“Today even top franchisors face a significant challenge – converting otherwise qualified franchisee candidates into ongoing, paying customers because of the difficulty they have accessing capital,” said Mike Rozman, President of BoeFly. “Franchise lending has been down by as much as 40% in the past two years due in part to the inefficiencies in the lending process that have been exposed by the financial crisis. BoeFly eliminates these inefficiencies by connecting franchisees with banks that are ready and willing to lend.”

(more)

About Wild Birds Unlimited

Wild Birds Unlimited is the original and largest franchise system of backyard bird feeding 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 bird feeding and nature products, expert advice and educational events. Visit their Web site, shop online and learn how you can open your own Wild Birds Unlimited nature shop at www.wbu.com.

About BoeFly

BoeFly is the only online marketplace harnessing technology to dramatically simplify the execution of commercial transactions, including all loan origination and sales. BoeFly revolutionizes how deals get done by seamlessly connecting all parties, including lenders, borrowers, franchisors, investors, buyers and sellers to a potential transaction and facilitating the efficient completion of these transactions. For small business lenders, BoeFly also provides the ability to sell loans to investors freeing up liquidity for even more small business lending. BoeFly is a subscription service and does not charge any transaction fees.

Key to the success of BoeFly is the site's dynamic compatibility technology which matches parties based on a specific set of criteria. Also, to help BoeFly subscribers complete transactions, BoeFly offers access to service providers in a wide variety of professions from appraisers, to closing attorneys, to environmental consultants.

BoeFly was founded by small business lending experts with extensive banking and secondary market experience. The company is privately-held and is based in New York City. www.boefly.com. Franchisors seeking to grow revenue by increasing the number of successfully financed franchisees please visit www.boefly.com/franchisor.

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