

For Immediate Release

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Francorp Hosts Malaysian Guests

-- Four Consultants Now Training in Olympia Fields --

Olympia Fields, IL, April 15, 2004 – Francorp, Inc., the Olympia Fields-based company that specializes in franchise consulting and development worldwide, announced today that four consultants from its new office in Kuala Lumpur, Malaysia, have begun training at the company's world headquarters in Olympia Fields.

“It is an honor and a privilege for us to provide this critically important training to our Malaysian colleagues,” said Donald D. Boroian, Francorp's Founder, Chairman and Chief Executive Officer. “They are an outstanding group of professionals who will play a key role in bringing franchise opportunities to entrepreneurs throughout Asia. With these talented individuals on our global team, and with our longtime office in Manila, we have not only strengthened our leadership position in Asia, but throughout the entire world.”

Boroian said that the four consultants, who will receive in-depth training in all major areas of franchise consulting, are: Mr. Affandy Abd-Raof Faiz, President and Chief Executive Officer; Mrs. Kamarulashikin Kamsah, Vice President; Mr. Azam Hairy Hasan, Senior Consultant; and Ms. Dahlia Nazmi, Senior Consultant.

Following a breakfast reception and orientation meeting at Francorp, and a welcoming dinner at Chicago's Drake Hotel, the four Malaysians began their training, which will be delivered in three stages. In the first stage, they will train in Olympia Fields from April 12 through April 27. During that period, they will receive in-depth instruction in strategic planning, client services, documentation, marketing, operations, research and

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technology consulting. They will also participate in an actual two-day franchise sales training class for clients; attend a half-day franchising seminar open to client prospects; and participate in a two-day operations field visit to a client's place of business in the Chicago area.

In the second stage, from April 27 through April 29, the four Malaysians will travel to New York City, where they will participate in a two-day, strategic planning field visit to a client's place of business in the New York City area. In the third stage, from April 29 through May 3, they will travel to Washington, D.C., to attend the International Franchise Exposition (IFE). Sponsored by the International Franchise Association, the IFE is the franchising industry's largest and most important global trade show. Following the show, the four consultants will return to Malaysia on May 3.

Now in its 28th year, Francorp, Inc. is the world's leading franchise consulting and development firm with four operating companies: Francorp Consulting, Francorp Connect, Francorp Capital and Francorp Advertising.

Since its founding, Francorp has counseled more than 8,000 companies, and helped more than 2,000 businesses join the ranks of franchisors. Among its clients are Kentucky Fried Chicken, Omni Hotels, Ace Hardware, Damon's, USA Baby, Auntie Anne's Pretzels, Culver's, Jollibee, Jimmy John's, Jersey Mike's Subs, Texaco, Shell and BP Amoco.

Headquartered in the Chicago area, Francorp has offices in New York, Los Angeles and Naples, FL; Buenos Aires, Kuala Lumpur, La Plata, Manila, Mexico City, Montevideo, Santiago and Sevilla.

Further information about Francorp, Inc. can be found at www.francorp.com.

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