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***AAFD's The Franchisee Voice newsletter goes online***

DATELINE: San Diego, CA...

The American Association of Franchisees and Dealers recently announced its newsletter, *The Franchisee Voice*, will now be published exclusively online at <http://www.thefranchiseevoice.com>. The publication had previously been a quarterly, hard copy newsletter mailed out to AAFD members.

“Going online dramatically expands our influence, and unlocks huge opportunities to communicate with our members, prospective members and the general public in real time,” said Robert Purvin, chairman of AAFD. “We are no longer locked into finite page limitations and can expand the editorial content of our contributors—the possibilities are endless!”

Among the benefits of the online version of *The Franchisee Voice* are:

- Unlimited distribution
- Longer shelf life for articles
- Expanded value to archived articles
- Faster publication cycle – getting ‘hot news’ to members much faster
- The ability to rapidly ‘spread the word’ about *Total Quality Franchising* practices, the AAFD’s *Fair Franchising Standards*, and *AAFD Accredited Franchisors*.
- Substantially improved effectiveness for advertisers, as readers will now be able to link immediately to products and services of interest.

In the not-too-distant future, AAFD plans to turn *The Franchisee Voice* into an ‘online’ community in which members and readers can engage each other by blogging their comments and discussions about the articles that appear in the voice, and other subjects of interest to readers. Plans are also being developed for classified ads and the possibility for an online marketplace for members, especially the potential for franchise sales (limited to AAFD Accredited opportunities) and resales.

“Since we first began to visualize *The Franchisee Voice* online, new ideas and suggestions seem to materialize on a daily basis,” said Purvin. “We are eager to hear from our readers and continually expand the dream.”

To view the first online edition of the Franchisee Voice, you can visit [www.thefranchiseevoice.com](http://www.thefranchiseevoice.com).

***About the AAFD***

The AAFD is a national non-profit trade association representing the rights and interests of franchisees and independent dealers throughout the United States. Formed in 1992, the

AAFD is focused on market driven reform to achieve its mission to define and promote collaborative franchise cultures that the AAFD describes as Total Quality Franchising. Since its formation the AAFD has grown to represent more than 50,000 franchised locations throughout the United States. The AAFD has members in all 50 states and represents more than 100 different franchise systems.

The AAFD's Fair Franchising Standards, Fair Franchising Seal, Trademark Chapters, and emphasis on Marketplace Solutions led to the Association's recognition as a growing force in franchising. The AAFD's Branded Partner programs add a new dimension to the value of AAFD membership. The AAFD provides a broad range of member services designed to help franchisees build market power, create legislative support of interest to franchisees, provide legal and financial support, and provide a wide range of general member benefits.

For more information about the conference or the AAFD, please call toll free - 800-733-9858 or visit [www.AAFD.org](http://www.AAFD.org).