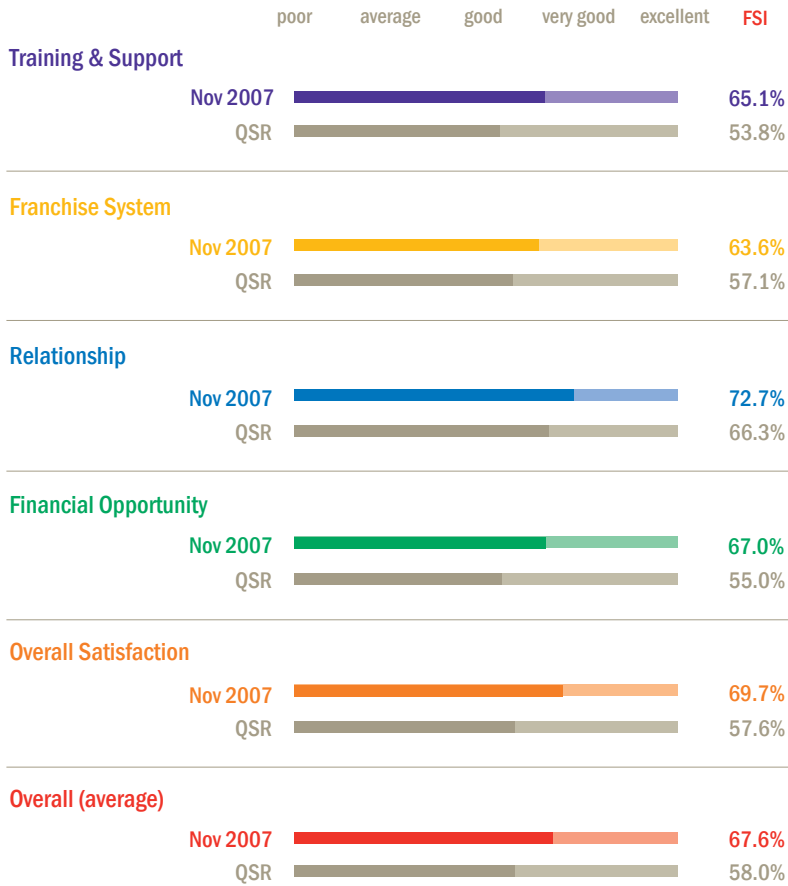


Molly Wally's

franchisee satisfaction benchmark report

Average Rating: Overall Satisfaction Snapshot



Overall Satisfaction

Each of the five areas evaluated for satisfaction are summarized here in the overall snapshot. We include a Franchisee Satisfaction Index (FSI) rating for each area, as well as an overall average.

The following surveys and sectors are included in this report

Surveys/Sectors	Participants
Nov 2007	632
QSR	2,344

Training & Support

There are five key areas of Training & Support that are important and understand in any franchise system: initial training, opening support, ongoing support, field support, advertising and promotions.

Initial Training

How current franchisees rate the training program provided prior to opening for business.

Opening Support

How current franchisees rate the programs and support services provided during the process of opening for business.

Ongoing Support

How current franchisees rate the ongoing training and support they receive.

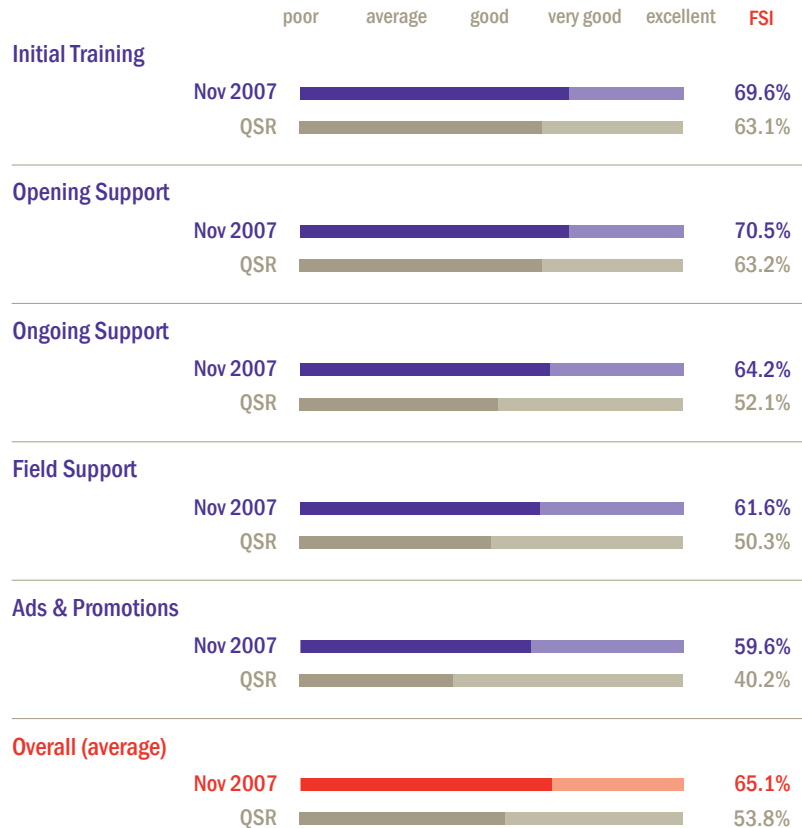
Field Support

How current franchisees rate any field support and on-site services they receive.

Ads & Promotions

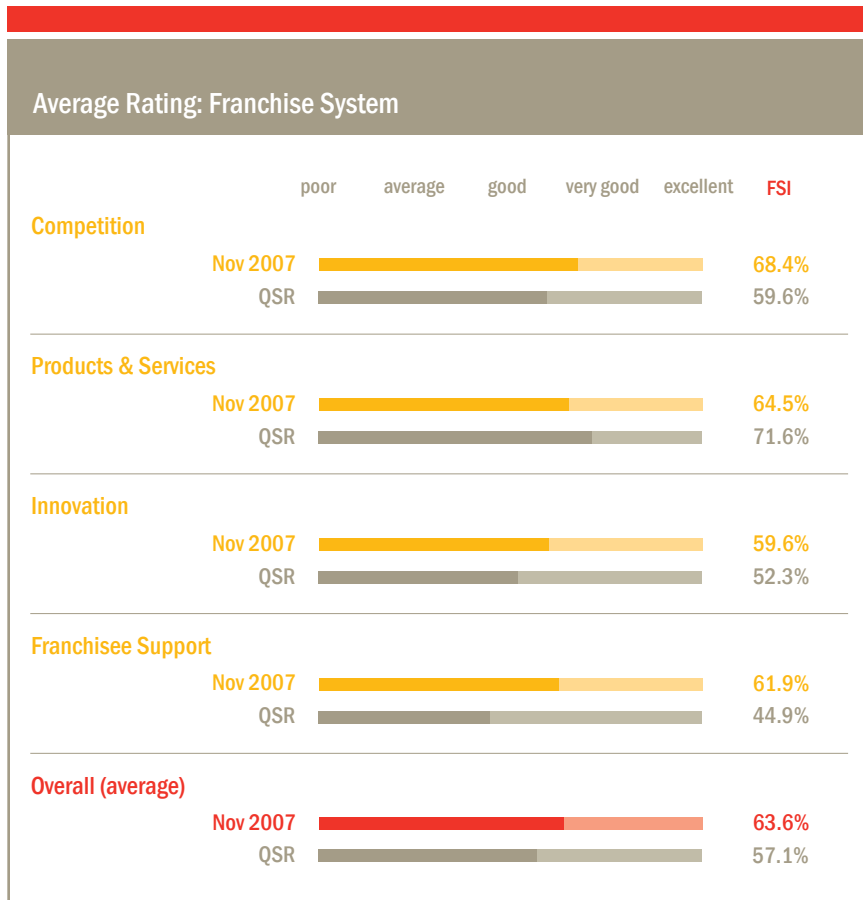
How current franchise owners rate the advertising marketing and promotional programs provided by their franchisor and how effective these programs are at developing and retaining business.

Average Rating: Training & Support



Molly Wally's

franchisee satisfaction benchmark report



Franchise System

There are four areas that we examine related to the franchise system itself: quality of the products and services, competitiveness, creativity and support among fellow franchisees system-wide.

Competition

How current franchise owners rate their franchise system's competitiveness compared to other businesses in their local marketplace.

Products & Services

How current franchise owners rate the overall quality of the products and/or services provided by their franchisor.

Innovation

How current franchise owners rate the creativity of the franchise system and the openness of their franchisor to experiment with new ideas.

Franchisee Support

How franchise owners rate communication and support among their fellow franchisees.

Relationship

Success in business is all about solid relationships. In franchising, the strength of the relationship the franchisee has with you and the home office staff plays a critical role in your long-term success.

Knowledgeable

How current franchise owners rate their franchisor on their overall knowledge of their business and ongoing support needs.

Responsive

How current franchise owners rate their franchisor's accessibility and responsiveness to any of their questions and day-to-day challenges.

Communications

How current franchise owners rate the overall communication between the corporate staff and franchise owners.

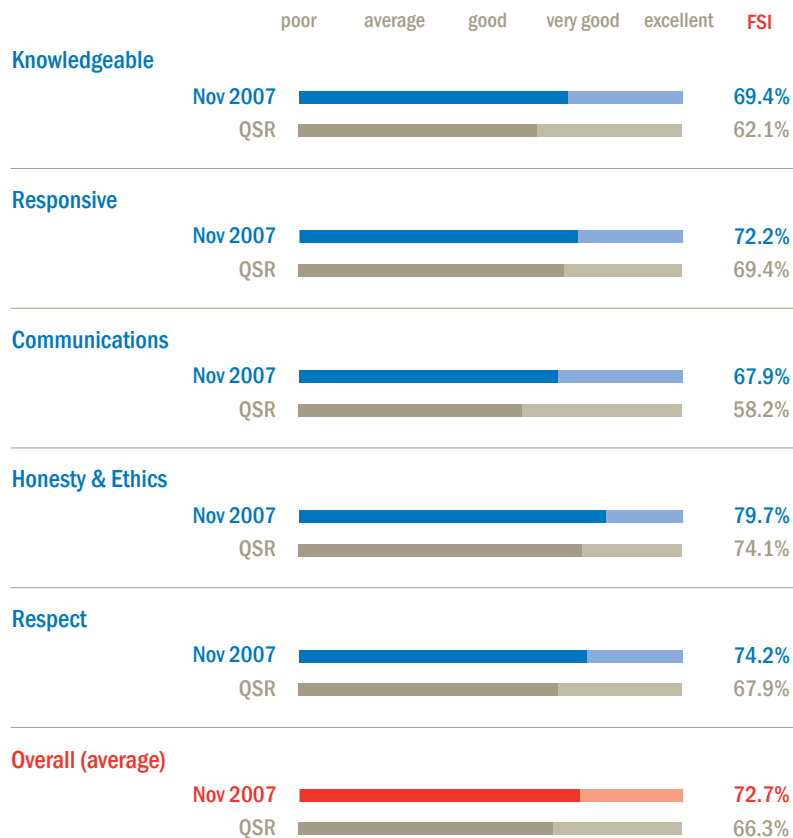
Honesty & Ethics

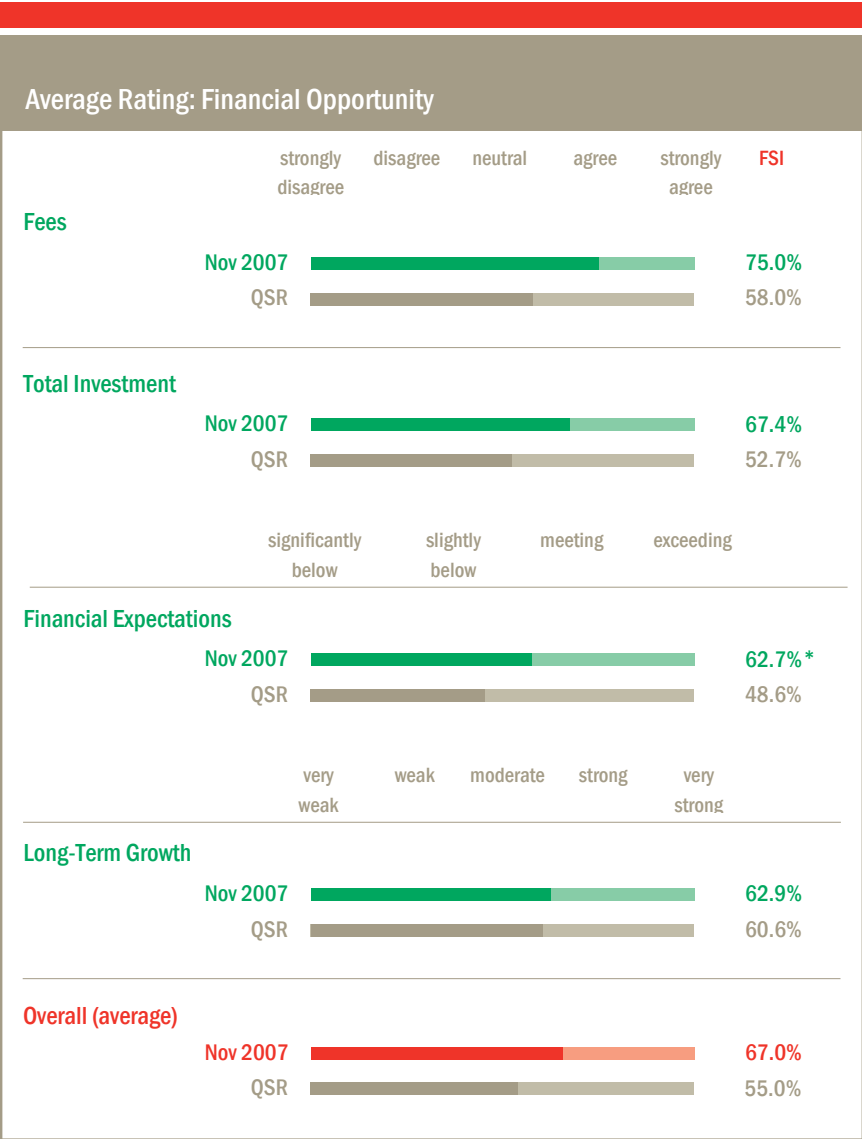
How current franchise owners rate their franchisor's corporate culture and the promotion of honest and ethical business practices.

Respect

How current franchise owners rate the overall relationship with their franchisor and their level of respect for the entire franchise organization.

Average Rating: Relationship





Financial Opportunity

Most business failures are due to under-capitalization or lack of positive cash flow. Certainly, every startup business (franchise or otherwise) struggles initially and may take many months or even years to start turning a profit. In our Financial Opportunity section, we look at four critical areas of financial performance and how well the business lives up to the financial expectations of the franchisees.

Fees

How current franchise owners rate the fairness of the fees they pay, given the value of the services and support they receive.

Total Investment

How current franchise owners rate the total investment they have made into their business and whether it is in line with their original expectations.

Financial Expectations

How franchisees rate the current financial picture of their business relative to their expectations.

Long-Term Growth

How franchisees rate the long-term growth opportunity provided by their franchise business.

* **Financial Expectations** - Please note that while most of the survey questions are rated on a 5 point scale, Financial Expectations is rated on a 4 point scale: exceeding, meeting, slightly below or significantly below financial expectations. Because of the variance in the scale, the average rating and FSI are weighted to reflect a 5 point scale.

General Satisfaction

In business as in life, you experience many ups and downs. We all have our share of bad days, bad weeks and bad years. At any given time, a franchisee will be dealing with various challenges and issues, both personal and business related, that effect their levels of satisfaction in certain areas. Because of this, we ask franchisees two broad questions related to their satisfaction. Of all of the questions we ask franchise owners, these two are clearly the most telling.

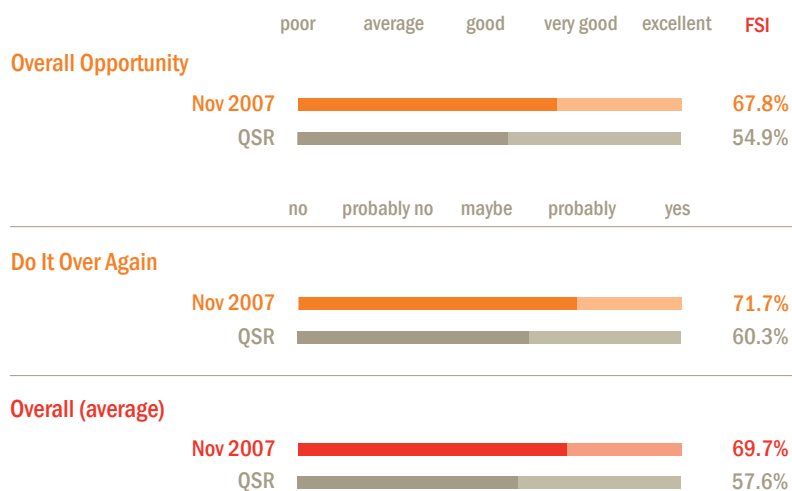
Overall Opportunity

How current franchisees rate the franchisor and the overall opportunity provided by the franchise system.

Do It Over Again

How current franchisees responded when asked to rate the likelihood of making the same decision to invest in their franchise again, knowing what they know today.

Average Rating: General Satisfaction



About this Survey

Survey Methodology

All active franchise owners from Molly Wally's were invited to participate in this survey process. New franchise owners that had just joined the system and had not been in business for 3 months or longer were not included. Additionally, any franchise owners that had left the franchise system prior to the survey process were not included.

Franchise owners were made aware of the survey process by their corporate office and encouraged to participate and share their honest feedback regarding their franchise experience. Franchise Business Review then contacted each franchisee individually and supplied them with their unique login information to complete the survey. Franchise Business Review made at least three attempts to reach each franchise owner directly by email, the postal service and/or by telephone.

The standard survey consists of a total of 40 questions. The first 20 questions relate directly to the franchise owner's experience. The remaining 20 questions are focused on market, lifestyle and personal demographic questions. Franchise owners had the option to complete the survey anonymously or choose to share their personal information.

The following surveys and sectors are included in this report.

Surveys/Sectors	Participants
Nov 2007	632
QSR	2,344

Disclaimer

This report IS NOT intended to be an endorsement or recommendation by Franchise Business Review. Our franchisee satisfaction survey reports are designed to aid prospective investors in educating themselves about franchising. This report IS NOT intended to replace the typical due diligence process that any investor should personally undergo prior to making an investment decisions.

About Franchise Business Review

Franchise Business Review is a national franchise market research firm that performs independent surveys of franchisee satisfaction and franchise buyer experiences. Franchise Business Review's services include commissioned franchise research projects leveraging proprietary survey processes and software, as well as industry-wide studies of franchisee satisfaction open to all North American franchise companies.

The firm administers the FBR50 - Franchisee Satisfaction Awards™ - an annual rating of the top franchise companies based on the highest level of overall franchisee satisfaction by participating companies. Franchise Business Review is headquartered in Kittery, ME and can be reached at 866-397-6680 or by visiting their company websites at www.FranchiseBusinessReview.com or www.FBR50.com.

FranchiseBusinessREVIEW™
Sharing the franchise experience