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CONTACT: Gina Palumbo
201 261 8400, ext: 531

HUNTINGTON LEARNING CENTER RANKED AMONG NATION'S TOP 25 IN OPPORTUNITIES FOR HISPANICS

(Oradell, NJ) *Hispanic Enterprise* magazine has named Huntington Learning Center one of the nation's Top 25 Franchises for Hispanics in the U.S. The magazine developed its rankings based on several factors, including the number of senior managers at the franchises who are Hispanic, and on indications that the companies invest ample resources for recruiting and supporting Hispanic franchisees.

"The satisfaction and success of all Huntington franchisees has always been important to us, and it's especially gratifying to know that our efforts to expand opportunity for the nation's rapidly growing group of Hispanic entrepreneurs are being recognized," said Dr. Raymond J. Huntington, who co-founded Huntington Learning Center with his wife, Eileen Huntington, in 1977. "These franchisees are vital partners in our effort to support educational achievement and ensure that more students have the personalized attention they deserve."

Now celebrating its 30th anniversary, Huntington Learning Center is the nation's learning center pioneer and longest-running provider of supplemental education services for students. Huntington provides instruction in reading, writing, spelling, phonics, mathematics and study skills, as well as SAT / ACT / PSAT preparation to tens of thousands of students in kindergarten through 12th grade. Huntington prides itself on unparalleled programs that help parents, caregivers and educators identify the gaps in skills and knowledge that can limit learning potential, and in providing a personalized program of instruction to enable children to excel.

In recommending factors that Hispanic Americans should consider when investigating potential franchises, the magazine noted that historical performance, brand identification, market dynamics, franchisee satisfaction and training are critical elements for success. Such factors are important, *Hispanic Enterprise* notes, because there are more than 2,400 franchise systems available in the U.S., only some of which are "tried and true." The magazine also recommends that those considering franchise businesses look for companies that have at least 40 units and that have a track record of supporting Hispanic franchisees.

"Each and every one of the companies listed here as a Top 25 Franchise has made a corporate commitment to recruit prospective franchisees from the Hispanic community over the past several years," the magazine noted in an article describing the rankings. The magazine suggested that this motivation is driven by the fact that a large number of Latino immigrants and Hispanic Americans have settled in communities that are underserved by retail and service businesses, and added: "Given the large and growing buying power within these underserved markets, it is an undeniable reality that Hispanic franchisees are the best candidates to run franchises within these communities."

This recognition from *Hispanic Enterprise* comes just weeks after Huntington's Director of School Services; Julie DeLucca received the "25 Powerful Minority Women in Business Award" from the Minority Enterprise Executive Council. The award recognizes minority women from the corporate and small business community who have achieved significant success while creating entrepreneurial opportunities – a goal that means a great deal to DeLucca, who comes from an ethnically diverse family and who has always viewed education as the driving force for achievement and personal growth.

"My grandparents were well-regarded educators in El Salvador, and my family instilled in me a love of learning guided by the knowledge that there were no limits to a life driven by the will to succeed," said Ms. DeLucca. "I'm thrilled to see Huntington earning this type of recognition from the media and opinion leaders in the Hispanic community, and very thankful that so many schools are partnering with Huntington. Working together, we can continue to make a real difference in these children's lives."

With more than 300 locations in 41 states and the District of Columbia, Huntington Learning Center created the model for the tutoring industry as it exists today. Since 1988, the industry as a whole has expanded at a compounded annual rate of nearly 12 percent, reaching \$6 billion in 2004 and is still increasing today.

While the growth of the tutoring field has been fueled largely by the desire of entrepreneurial educators to create a stable, community-based business, it has also been driven by the rising number of parents and families seeking tutoring for students facing difficulties in meeting increasingly rigorous academic standards, particularly with the implementation of the No Child Left Behind education act.

The need for supplemental education services is driven further by the rising number of students enrolled in K-12 public and private schools. According to the U.S. Department of Education, enrollment in elementary and secondary schools rose 20 percent, to more than 53 million students, between 1985 and 2005. The pool of school-age children is expected to grow by an additional two million over the next 10 years.

Huntington educators have also been encouraged by independent third party evaluations of Huntington's particular attributes in the industry. In March of this year, Huntington Learning Center was selected for inclusion in the 2006 edition of *Bond's Top 100 Franchises*. Published annually, *Bond's Top 100 Franchises* chose Huntington based on historical performance, brand identification, market dynamics, operator satisfaction, the level of initial training and on-going support, financial stability and other key factors. More than 500 franchises were evaluated for the rankings.

Also in 2006, Huntington was named by *The Wall Street Journal's* StartUpJournal.com as one of the top 25 high-performing brands. As the only supplemental education services organization included on the list, Huntington Learning Center was lauded for criteria that include well-experienced leadership, strong financial health and a proven record of franchising success.

For franchise information on Huntington Learning Center, please call 1-800-653-8400

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