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ENTREPRENEURS CAN GET ON THE FAST TRACK TO OWNING A SMALL BUSINESS

AT THE INTERNATIONAL FRANCHISE EXPO IN NYC ON JUNE 16-18

Marcus Lemonis, host of the hit CNBC series "The Profit," to headline Expo;
Attendees can meet with executives from over 450 proven franchise opportunities

May 16, 2016 (New York, NY) – Aspiring entrepreneurs in the tri-state area will have an unprecedented opportunity to get on the fast track to owning a small business by meeting ace-to-face with the high-level executives from over 450 proven franchise opportunities – including Marcus Lemonis, the host of the hit CNBC reality series "The Profit" – at the 25th Annual International Franchise Expo from **June 16-18** at the Javits Center in New York City.

Franchising has become one of the fastest – and most lucrative – routes to being successfully self-employed, with average annual pre-tax income for franchise owners at $80,000 per year. Touching nearly every industry – from restaurants and fitness clubs to auto repairs, pet supply stores and more – franchise investments range from as little as $5,000 up to $1 million. Last year, over 10,000 thousand people from 122 countries and all 50 States attended the International Franchise Expo, which is the world's largest event for franchise ownership and development.

Attendees will have a chance to hear advice directly from Lemonis, one of the most sought-after small business experts, when he delivers the Expo's keynote on Friday, June 17th at 10:15am. Lemonis, who has invested more than $35 million to help small businesses and franchises, will also make appearances in a pop-up, completely functional replica of The Simple Greek, his new restaurant franchise brand set to open in over 20 major markets this year.

"To properly understand the current state of the U.S. economy, one must analyze and appreciate the role of small businesses throughout our country," said Lemonis. "I am excited to be a part of the International Franchise Expo because of the awareness they bring to small businesses of all industries. Never underestimate their voice and influence; small business owners are innovators, problem-solvers and entrepreneurs, and, most importantly, they are the lifeline of our communities."

The International Franchise Expo costs $10 to register in advance and $20 at the door, but people who register at www.IFEinfo.com and use promo code FPR1 can receive a complimentary pass.

"Anyone looking to be in business for themselves but not by themselves should attend the International Franchise Expo, and see the world of opportunity that exits for franchise ownership," said Tom Portesy, President and CEO of MFV Expositions, the organization that produces the International Franchise Expo. "Becoming a franchise owner can be one of the most important decisions ever made in a person's career and we're here to make sure they are equipped with a solid foundation to succeed."

Along with a comprehensive exhibit hall with franchise opportunities on display, highlights of this year's International Franchise Expo will include:

- **Over 70 free seminars and 9 in-depth workshops** – Whether planning to buy a franchise or want to franchise your successful small business, the Expo offers a jam-packed schedule of free panels and workshops on practical, legal, and strategic topics from how to connect with the right lenders and formulate a business plan to special panels for veterans, diversity and women in franchising

- **1-on-1 consulting** – Get objective advice and guidance on buying a franchise by meeting one-on-one with business leaders from the business education non-profit SCORE

- **Contests, discounts & free samples** – Exhibitors will offer free product and menu samples, substantial discounts, giveaways and other special promotions – from a UPS prize package worth $176,000 with promotional video production and consulting services from Lemonis to a full franchise giveaway from art-class franchise Painting Fiesta

- **Small business heroes** – Notable franchisers including 'Shark Tank' winner Jason Hanson and Light Middleweight Kickboxing Champion of the World Shannon "The Cannon" Hudson are among the exhibitors, offering advice as well as franchise deals

The International Franchise Expo is sponsored by the International Franchise Association (IFA) and assisted by the U.S. Department of Commerce/U.S. Commercial Service. The International Franchise Expo is owned and operated by MFV Expositions, producers of shows in the United States, Mexico, Japan, the United Kingdom and Ireland.

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About MFV Expositions

For 25 years, MFV Expositions has been producing the leading franchise events worldwide that consistently bring together franchise concepts, at all investment levels, with the most qualified visitors seeking to own their own business. In addition to quality franchise expos in the United States and overseas that offer face-to-face opportunities to grow a franchise, MFV also offers access to online franchise opportunities through web-based resources.