



PRESS RELEASE

12715 Telge Road
Cypress, Texas 77429
Phone: 281-256-4100
Fax: 281-373-4450
www.iced.net

For Immediate Release: January 18, 2005

Contact: Bob Metzger
Franchise Operations Vice President, ICED
281-256-4100
bmetzger@iced.net

International Center for Entrepreneurial Development Brands Rank on Entrepreneur's Top Franchise 500

Cypress, Texas – The International Center for Entrepreneurial Development (ICED) announces four brands in their system again have been ranked on Entrepreneur Magazine's list of Top 500 Franchises, released in the January 2005 issue. Parcel Plus, Kwik Kopy Business Centers, COMPUTERTOTS/COMPUTER EXPLORERS and Women's Health Boutique each appeared on the list prior to 2005.

"We are very pleased that Entrepreneur Magazine recognizes the strong presence the franchises in our network have in the marketplace," says Jim Hadfield, ICED Vice Chairman. "Each brand in our system builds upon the principles and practices my father, Bud Hadfield, incorporated back in 1967 when he founded Kwik Kopy Printing."

Entrepreneur Magazine bases its rankings on factors that include financial strength and stability, growth rate, size of the system, years in business, length of time in franchising, start-up costs, litigation and percentage of terminations.

Parcel Plus, offering pack and ship, business and cargo crating services ranks number 260 and is a five-year veteran of the list, making a steady climb since 2001.

Kwik Kopy Business Centers, providing design, color printing and digital copying and printing, move up 89 notches to number 411, appearing on the list for the second consecutive year since the launch of the brand in 2001. KKBC is also listed on Entrepreneur's 50 Top New Franchises.

COMPUTERTOTS/COMPUTER EXPLORERS, ranked 414, is the fastest growing home-based provider of computer technology education for children in the U.S., offering computer enrichment to students, age three to twelve, at child care centers, schools and other community sites worldwide. In 2004 and 2005, CTCE also ranked as one of Entrepreneur's Top Low-Cost franchises.

Women's Health Boutique offers health-related merchandise which meets the special needs of individuals with cancer, incontinence, alopecia (hair loss), circulation problems and a variety of other health-related concerns. Several boutiques also carry fashion lingerie in hard-to-find sizes. WHB ranks number 476 on the list.

"Each brand continues to develop services that add value to its operation," says Hadfield. "This assures that owners throughout the system, and prospective owners, have a tremendous opportunity for success."

continued

PRESS RELEASE

ICED Brands on Top 500 List(*continued*)

About ICED

COMPUTERTOTS/COMPUTER EXPLORERS is part of the International Center for Entrepreneurial Development, Inc. ICED, located in Cypress, Texas, is the parent company for Kwik Kopy Printing, American Wholesale Thermographers, Copy Club, The Ink Well, Franklin's Printing, Women's Health Boutique, Parcel Plus, Kwik Kopy Business Centers and COMPUTERTOTS/COMPUTER EXPLORERS. This group represents one of the world's largest international alliances of printing, communications and education franchises with business relationships in the United States and 10 other countries. These company names are all registered trademarks or service marks of I.C.E.D. Management, Inc.