



PRESS RELEASE

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International Center for Entrepreneurial Development Sets Precedent with Free NAPL Memberships to Franchisees

Cypress, Texas – The International Center for Entrepreneurial Development (ICED) announced today that it has taken an unprecedented step in franchising by underwriting all membership costs in the National Association for Printing Leadership (NAPL) for more than 400 of its franchisees throughout the U.S.

“The continuing evolution of the printing industry dictates that we make this significant investment in our franchise system,” said Brian Gay, president of printing and pack-and-ship brands at ICED. “The NAPL membership provides the information and services our franchisees need to stay on top of the changes in our industry.”

NAPL provides members with a comprehensive roster of programs and services designed to help them compete in today’s business environment. Membership includes real-time, one-on-one help with business questions, as well as free memberships to both the Research and Engineering Council and to NAPL’s Leading Indicators Services. Information on new technologies, productivity-improvement methods and monthly updates on the latest economic conditions are also part of the NAPL package. Discount pricing on industry-specific books and educational programs, conferences, multimedia events and a “Members Only” Web site are also included.

“ICED is committed to providing our franchise owners with every advantage to help them achieve success in their businesses,” said Gay. “We believe membership in the NAPL is a good way to accomplish that.”

About ICED

The International Center for Entrepreneurial Development, Inc. is located in Cypress, Texas, and 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.