



PRESS RELEASE

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International Center for Entrepreneurial Development Completes One Year of New Training Format for Franchisees and Their Employees

Cypress, Texas – The International Center for Entrepreneurial Development (ICED) brought an unprecedented amount of cutting-edge business and technology information last year to franchisees and their employees in a new learning format: four multi-path, multi-faceted Education Summits.

“It’s really a step beyond what has been done before,” says Dana Wilson, owner of Kwik Kopy Printing in Burlington, Massachusetts. “I’ve taken great new ideas from each Summit I attended.”

Previously, continuing education classes at ICED were offered more frequently, focused on one topic at a time and attracted fewer participants. This year, however, one major educational opportunity was offered per season, with multiple learning paths for those representing nine franchise brands. More than 400 owners and their employees attended the four Summits, designed to help them grow their businesses. Industry experts were on hand to advise, enlighten and “edu-tain.”

Jeff Tobe, guest speaker, marketing consultant and author of *Coloring Outside the Lines*, suggested owners should, “Break the rules when you have a chance! Only those who implement fresh strategies will grow and thrive.”

Larry Hunt, past chairman of Print Image International, provided insight on profitability and productivity. Hunt is the author of four books on the subjects, including *Pricing for Profit in Quick Printing*.

Several franchisees offered best practices and instruction to fellow participants, based on decades of cumulative printing and selling success.

“Excellent information and presentation,” noted one Kwik Kopy Printing owner. “I appreciate the diversity of learning opportunities within each Summit.”

Ongoing training for all brands in the ICED family of franchises continues in 2005. The next Education Summit will be held at Northwest Forest Conference Center in the Houston area, April 7-10. The annual Conference will be in Las Vegas, July 14-17, at the new Renaissance Hotel.

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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.