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The Interface Financial Group Certified a World Class Franchise - Again

Franchisees vote franchise into exclusive category for seventh year in a row

Bethesda, MD – September 7, 2012 – This makes the seventh consecutive year that The Interface Financial Group (IFG) has been among the few franchise systems awarded “World-Class Franchise®” status. This is the highest honor any franchise can earn because it is expressly achieved through ratings by its own franchisees, and is earned by only 35 franchise systems worldwide.

The recognition comes after an independent survey conducted by the Franchise Research Institute, in which 72.6% of all The Interface Financial Group franchisees participated. The survey was designed to determine the level of franchisee satisfaction within the IFG franchise system in areas such as overall quality, initial opening support and the overall opportunity.

“We are deeply grateful to our franchisees for their feedback, and owe it to them for helping us keep our World Class Franchise status. This proves what a strong business opportunity IFG is, and we are very proud of the fact that we are consistently considered one of the best franchises in the world,” says David Banfield, president of The Interface Financial Group.

“One of the most important means of creating and maintaining a truly successful franchise system is to meet or exceed the expectations of its franchisees,” says Jeff Johnson, founder and CEO of the Franchise Research Institute. A key step in this process is to obtain open, honest feedback from franchisees through confidential, third-party research. The Interface Financial Group was not afraid to ask their franchise owners tough questions, and their high marks provide scientific proof that they are consistently meeting franchisees’ needs.”

The survey asked IFG franchise owners to rate their franchisor through a series of questions in categories such as overall growth potential, quality, support and communication.

Among the responses received from Interface Financial Group franchisees:

- 94% gave a positive response to the franchisor’s commitment to mutual success.
- 93% responded positively to the initial training.
- 97% gave a high rating to the initial opening support provided by the franchisor.
- 97% gave a positive grade to the franchisor’s timely response to questions and minor problems.

According to Johnson, “The Interface Financial Group understands the importance of the partnership between franchisor and franchisees, and relies on unbiased data to make decisions

which help to maximize franchisee sales and profitability. Further, IFG's willingness to share this 'look behind the curtain' provides a level of transparency that is crucial for franchise candidates."

IFG franchisees, who are in many ways the pillar of their communities, provide alternative funding to growing small businesses through a service called "invoice discounting." IFG has more than 140 franchises in seven countries and is consistently rated a top franchise by Entrepreneur magazine.

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About The Interface Financial Group (www.interfacefinancial.com)

The Interface Financial Group (IFG) is the leading alternative funding source for small business. IFG provides short-term working capital funding in the form of a unique Invoice Discounting service. The company serves clients in the manufacturing, service, and construction sectors. Interface operates from a base of more than 140 franchise offices in the United States, Canada, Australia, Ireland, New Zealand, Singapore, and the United Kingdom. IFG's innovative Invoice Discounting service is a fast and easy way for small businesses to turn receivables into cash.

For more information visit: www.interfacefinancial.com ,
Or contact IFG at: 800.387.0860, ifg@interfacefinancial.com

About the Franchise Research Institute:

Franchise Research Institute® and FranSurvey® were founded in 2002 to study and promote franchise excellence. As a full service research firm focused on franchising, we perform franchisee satisfaction research in the U.S. and world-wide. Existing franchisees as consumers can evaluate their franchise as a business opportunity. World-Class Franchise® opportunities must demonstrate that they have the support and endorsement of their franchise owners through confidential surveys.

About Invoice Discounting:

IFG franchisees, who are in many ways the pillar of their communities, provide alternative funding to growing small businesses through a service called "invoice discounting:" whereby a company uses unpaid invoices to get short-term working capital from an IFG franchisee. The service is transactional, allowing businesses to use it as often as they need it. This easy and fast form of short term financing offers small business owners the opportunity to access cash quickly without having to wait for their outstanding invoices to be paid. The service is in high demand in today's economy when banks are still hesitant to lend to many small businesses.