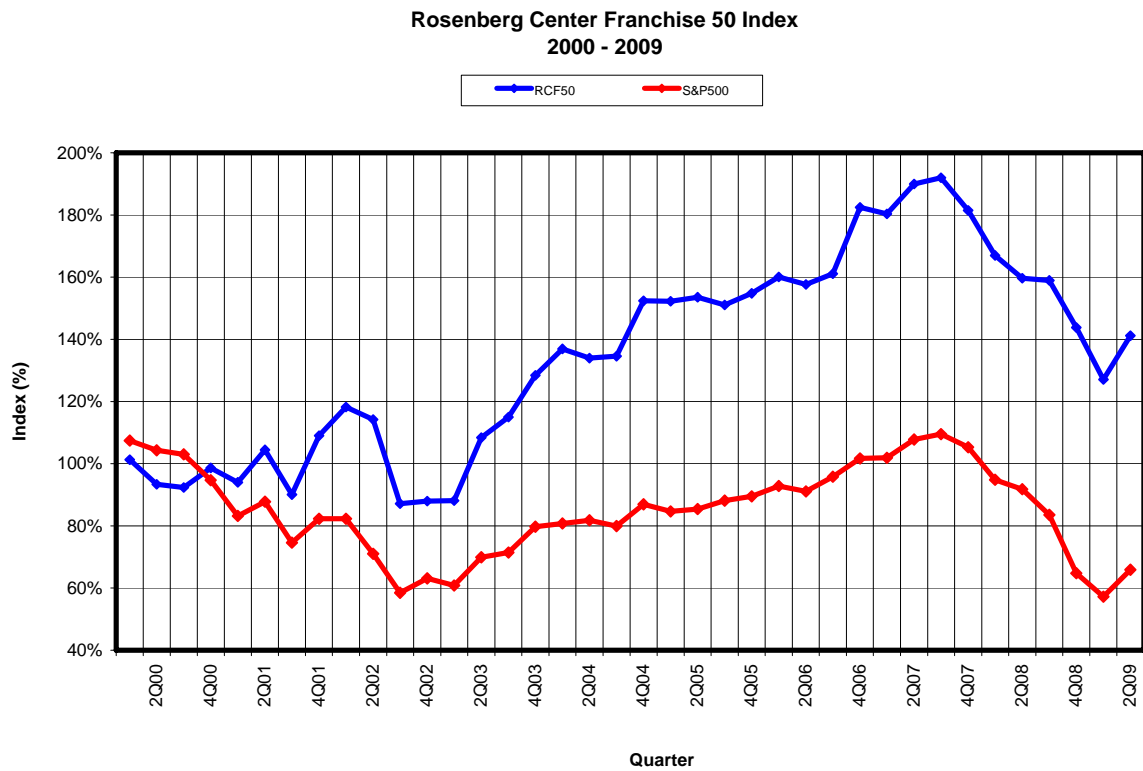


THE RCF 50 INDEX RECOVERS IN 2ND QUARTER 2009 AMID A STRONG RALLY

Continuing its strong climb from the lows reached in March 2009, the RCF 50 Index recovered most of its losses in 2009 as it climbed 11.1 percent by the end of the second quarter 2009. The tentatively positive economic signs that started to appear by the end of March 2009 were confirmed by a number of economic reports suggesting that the worst of the deepest economic crisis since the Great Depression was behind us. These include improved credit flows, a stabilizing housing market, and a slowing rate of layoffs.

RCF 50 Index and S&P 500 Index

Period	Rosenberg Center Franchise 50 Index	S&P 500 Index
2nd Quarter 2009	+11.1%	+15.2%
2009 year-to-Date	-1.8%	+1.8%
2000-2009	+41.2%	-34.1%



The gains were widespread as forty of the fifty components of the RCF 50 Index rose, some in excess of 100 percent.

The best performer in the 2nd quarter 2009 was **Dollar Thrifty Automotive Group (DTG)**, with an astounding 1,106.2 percent gain. DTG rents and leases vehicles through company and franchised stores under the Dollar and Thrifty brand names. Though still incurring losses in early 2009, DTG's overall performance improved compared to a year ago. Also, it took measures to reduce its exposure to Chrysler, its principal supplier. By the end of the second quarter 2009, it became apparent that rental car companies would face no long term negative impacts from the severe problems of the US automakers and that in fact they may benefit from the improving economic prospects. These developments propelled the stocks of the rental car companies, and more particularly that of DTG.

Burger King (BKC), the operator and franchisor of fast food hamburger restaurants, was the worst performer this quarter, dropping 24.6 percent in market value. Investors sold off its shares after it announced larger than expected declines in March traffic across many of its markets, particularly Germany and Mexico. Additionally, it warned of weaker than expected margins and lower third quarter profits. Its stock price plunged 17.7 percent the day of the announcement.

Note:

The Rosenberg Center Franchise 50 Index, developed by the University of New Hampshire's Rosenberg International Center of Franchising, is an index that tracks the market performance of a portfolio of 50 US public franchise companies that are representative of the US business format franchising sector. The components are updated quarterly. For more information about the RCF 50 Index, please contact Dr. E. Hachemi Aliouche (Hachemi.Aliouche@unh.edu). For more information about the Rosenberg International Center of Franchising, please visit the Center's web site at <http://franchising.unh.edu>.