

INDUSTRY	AVERAGE ROYALTY PERCENTAGE
Automotive	6.1%
Baked Goods	5.2%
Building & Construction	5.6%
Business Services	11.9%
Child-Related	6.3%
Education-Related	8.3%
Fast Food	5.1%
Lodging	4.6%
Maintenance Services	6.9%
Personnel Services	12.5%
Printing	5.4%
Real Estate	7.4%
Restaurants	4.6%
Retail Food	6.2%
Retail	6.1%
Service Businesses	6.1%
Sports & Recreation	6.6%
Travel	5.6%
TOTAL	6.7%

Table1: Average Royalty Percentage by Industry

Sample Definition: Active franchise systems with percentage-based ongoing fees. Where a minimum-maximum percentage was given, the average the range was used.

Sample Size: 1,342 systems

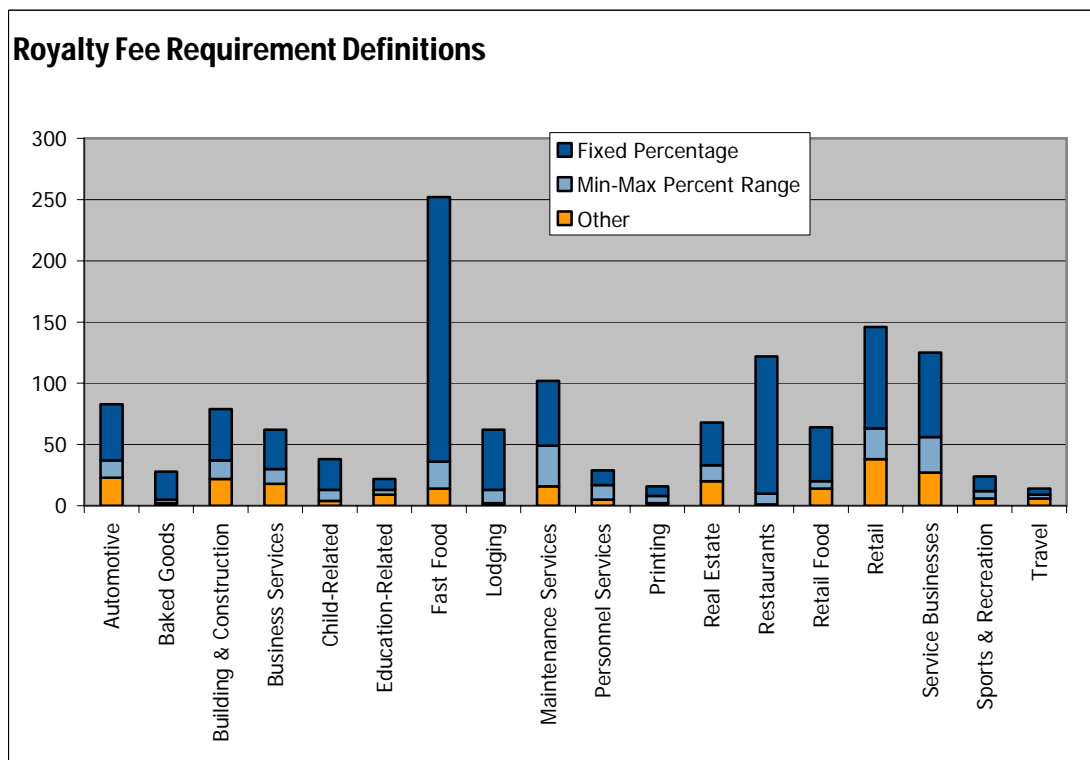


Chart 1: Royalty Fee Requirement Definitions

Sample Definition: Active franchise systems with percentage-based ongoing fees.

Sample Size: 1,342 systems