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NEWS RELEASES

Interstate All Battery Center Ranked A Top Franchise

America's #1 battery franchise hits #16 in its class in Franchise Business Review's Top 50

DALLAS, March 4 /PRNewswire/ --[Franchise Business Review](#), the industry leader in franchise market research, has named [Interstate All Battery Center \(IABC\)](#) to its prestigious annual Top 50 list for the second consecutive year, leaping to #16 of FBR's Top 50 franchises for midsize-class concepts after debuting on the list last year at #20. IABC also received Honorable Mention for the 'Best in Retail' category.

"We are honored to have made the list two years in a row, but to have moved up to #16 is even better," said *President of Interstate Battery Franchising and Development Mickey Elam*. "This acknowledgment shows us how we are doing as a whole franchise system. The feedback we receive is directly from our franchisees, based on actual experiences and results, and that's the recognition we value the most."

To measure franchisee satisfaction, *Franchise Business Review* surveyed more than 300 franchise companies, representing over 65,000 franchisees. The 2009 survey marked the largest of its kind ever completed. Franchises were evaluated in five areas: Training & Support, Franchise System, Franchisor/Franchisee Relations, Financial Opportunity and Overall Satisfaction. Franchisees were asked a series of 20 questions in those areas and then answered the remaining 20 questions in regards to market area, business lifestyle, demographic and personal skills.

All franchisees from each participating franchise company were invited to take the survey. The average rate of participation was just over 50 percent, which Interstate All Battery Center far exceeded with an 81 percent response rate, according to *Franchise Business Review*.

"IABC franchisees clearly were eager to give the company top marks, as evidenced by their high participation rate and positive responses," said *Franchise Business Review President Eric Stites*. "IABC truly has something to be proud of for rising on this list, especially during an economic downturn."

[Interstate All Battery Centers'](#) benchmark for success in the industry is due to its reputation for quality products, business innovations and outrageous dependability. These three key components drive the growth of IABC's retail concept. Since January 2008, IABC signed a company record number of 48 franchisees and plans to expand into all 50 states in 2009. IABC continues to move towards its goal for more than 300 locations by 2012.

About Interstate All Battery Centers

Founded in 1952 and based in Dallas, Interstate Batteries is a privately held group of corporations, which includes a company with 298 that service more than 200,000 dealers throughout the United States, Canada and select international locations. Interstate is the top-selling replacement automotive brand battery in North America, selling more than 15 million units annually. Interstate All Battery Center currently has more than 129

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locations serving 42 states, Puerto Rico, the Dominican Republic and Canada. For additional information about the franchise offer, please visit allbatteryfranchise.com.

About Franchise Business Review

Franchise Business Review is a national franchise market research firm that performs independent surveys of franchisee satisfaction and franchisee buyer experiences. The firm's services include commissioned franchise research projects leveraging proprietary survey processes and software, as well as industry-wide studies of franchisee satisfaction open to all North American franchise companies. Franchise Business Review is headquartered in Kittery, Maine and can be reached at 866-397-6680 or by visiting their company websites at www.FranchiseBusinessReview.com or www.FBR50.com.

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