



PostNet Launches National Business Conversion Program

July 9, 2009 // PostNet

DENVER, CO—PostNet, an international network of neighborhood business centers, announced today the launch of its national business conversion program designed to allow independent retail operators to diversify into PostNet’s digital copy, printing and shipping franchise model.

At PostNet, there has always been an understanding and respect associated with the benefits of independent business ownership. In fact, the company began as an individual operator in 1983 and helped guide over 400 entrepreneurs into independent pack and ship stores before launching the PostNet franchise system in 1993.

PostNet is now proud to leverage its heritage and nearly 20-year history in franchising to allow independent operators access to the exceptional support, technology, merchandising and training associated with its award winning brand. Candidates can find more information at www.postnetfranchise.com/conversion. In fact, PostNet recently celebrated the grand opening of its first conversion store in Sunnyvale, California.

“Our proven business system, industry-leading support and world-recognized brand will provide new conversion store owners with the unique opportunity to capitalize on their territory’s potential, serve as the face of the PostNet in the community and set the direction of the market’s growth,” said Steve Greenbaum, CEO and co-founder of PostNet. “In addition, converted stores have the added benefit of being able to cross sell their existing services to both a new and established customer base.”

By converting, new franchisees will not have to pay an initial \$29,000 franchisee fee and Post-

Net will make an upfront investment in training and support. Additionally, new franchisees and their businesses will benefit from:

- Gradual royalty structure
- Territory exclusivity
- One-year free direct mail campaign to promote enhanced services and product offering
- Modern streamlined store design
- Access to PostNet’s world-class training and support featuring regional meetings, virtual classes, field support, financial analysis and access to PostNet’s proprietary systems
- Internet and technology solutions such as web sites, SEO, email, file submission and other tools at no additional cost
- Access to PostNet’s exclusive vendor relationships to expand business and lower costs

“By continuing our tradition of developing new product innovations like our business conversion program while keeping customer service a top priority, PostNet is well positioned to drive franchisee success,” said Brian Spindel, President and co-founder of PostNet. “We share common objectives with our franchisees, which focuses on building and sustaining a profitable business and strong brand in this increasingly challenging economy.”

PostNet, which offers an array of high demand services and products tailored to meet the needs of business owners and today’s busy consumer, currently has more than 400 locations across the United States and over 850 stores worldwide. Customers can take advantage of dozens of business tools including digital printing and document finishing, computer/Internet rental stations, professional

packaging and worldwide shipping via FedEx, UPS, DHL and the U.S. Postal Service. PostNet is one of the few locations where customers can compare shipping rates and delivery guarantees between all major carriers and choose the option that’s right for them.

Other services provided by PostNet include full and self service copying, private mailbox rental, mail and parcel receiving and forwarding, worldwide faxing, laminating, notary services, and passport photos, among others. Customers can also purchase postage stamps, packaging materials and additional office supplies.

More News to Know...

UPS, Mail Boxes Feud Heads to Court
 JULY 23, 2009 // Atlanta Journal-Constitution

ATLANTA – The six-year feud between UPS and franchisees of its Mail Boxes Etc. retail subsidiary will come to a head in a Los Angeles court Aug. 3.

A lawsuit against UPS by its Mail Boxes Etc. franchisees asserts the franchisees were ruined when the delivery giant took them over.

The trial, which is expected to last five days, follows Los Angeles Superior Court Judge William F. Highberger’s ruling last month granting more than 3,500 Mail Boxes Etc. franchisees class-action status in the suit.

Two key things are at issue: The first involves the 175 franchisees who did not con-

CONTINUED ON PAGE 8