

FOR IMMEDIATE RELEASE
August 27, 2008

Richard Maltese
Kinderdance International
1333 Gateway Dr., Ste. 1003
Melbourne, FL 32901
www.kinderdance.com

Inflation? PRICES UP? NOT AT KINDERDANCE®!

Franchisor negotiates lower prices with suppliers of clothing and materials for Franchisees.

Melbourne, FL, August 27, 2008 – At its recent annual conference in July of 2008, many of its 113 Kinderdance Franchisees voiced concern over the nationwide problem of inflation and specifically with the rising price of supplies for their business. Immediately after the conference ended, owners and co-founders of the 30 year old company, Bernie Friedman and Carol Harsell decided to contact all of their long standing suppliers and try to convince them to consider taking two important initiatives to help the Franchisees.

#1 – REDUCE prices if at all possible

#2 – Guarantee no increase in prices for at least six months.

It took some doing, but after many phone calls and e-mails, Bernie and Carol succeeded in getting price reductions of 10 to 25% on sixty percent of the supplies and a promise not to raise prices on anything for at least six months.

In this age of inflation, it seems that almost anything can be accomplished with a little ingenuity, hard work and determination.

###