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OCTOBER 30, 2007

FOR IMMEDIATE RELEASE

Franchise Innovation: Roni Deutch Tax Center Franchisee Launches Blog Site WatchMeFranchise.com

October 30, 2007 // Franchising.com // Sacramento, CA – For fear of tarnishing the brand, many franchisors limit the voice of their franchise system to Intranet sites geared toward internal communication only. Not Roni Deutch. The celebrity franchisor, founder of the quickly growing Roni Deutch Tax Center™ with 14 locations soon to be open nationwide, wanted her franchisees to speak openly so that entrepreneurs can see, hear, and read first hand accounts showcasing the process of franchising.

Coining it the First Amendment of Franchising – Deutch helped newly signed franchisees Heather and Gentry Spell, owners of a RDTC™ in Sacramento, find their voice in a technology savvy world by launching WatchMeFranchise.com – an interactive online blog Web site focused on providing potential franchisees a glimpse at the ups and downs of franchising.

"When building the system for our newly launched franchise, we wanted to build a system that tackled all of the complaints in the industry," Deutch said. "One of the complaints was that franchisees don't have an active voice. When Heather and Gentry Spell approached me about starting a blog site, I truly was ecstatic as it continued our mission to create the perfect system."

The blog site features video, text and photo segments highlighting every step from finding a franchise; going through discovery day; signing on to be a franchisee; going through training; finding real estate; and finally opening a location. The site, Deutch said, is geared toward showing those interested in franchising a real glimpse behind the scenes.

"We knew immediately that we wanted to be franchisees in Roni's system," said Heather Spell. "Roni allowing us to have a voice only furthers our appreciation and value of this great opportunity."

Building off her celebrity status from TV commercials seen every day, in every major U.S. market, Deutch, owner of the largest Tax Resolution Law Firm in the United States, plans to stamp her name on more than 200 tax preparation franchises across the country in the next two years.

After helping tens of thousands of people save \$5,000 to \$4 million in IRS debt over the past 16 years through her California-based tax resolution law firm, Deutch is on a double-pronged mission –to eliminate the need for tax resolution by providing Americans with competent, professional tax return preparation, and to provide a recession-proof business opportunity for entrepreneurs seeking a piece of the booming tax preparation industry. According to the IRS, 229 million tax returns need to be prepared each year and 62 percent of Americans hire a tax professional to prepare their return.

"Over the past 16 years I have seen the devastating effect and hardships that sloppy, unprofessional and inaccurate tax return preparation can have on people's lives," Deutch said. "Decent, hard-working people get

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into serious tax trouble by making simple mistakes on their tax returns, or by paying incompetent people to make the mistakes for them. I've helped people with their IRS tax problems, but now I want to prevent them from getting into trouble in the first place. Roni Deutch Tax Centers™ will help millions of people avoid costly mistakes they would otherwise have to spend years paying for. I'm calling it preventive medicine for tax liability."

The first Roni Deutch Tax Center™, opened by Deutch herself in June 2006 in Fair Oaks, CA, has already prepared more than 6,000 tax returns. Also, through a strategic alliance, Deutch operates an additional six Roni Deutch Tax Center™ kiosks inside Money Mart® / Loan Mart® check cashing and payday loan locations in Sacramento. Potential franchisees will have the opportunity to service Money Mart® / Loan Mart® customers, in addition to their storefront Roni Deutch Tax Center™ franchise. Money Mart® / Loan Mart® are the second largest network of retail financial services stores in the United States.

Traditional Roni Deutch Tax Centers™ will be open for three and a half months from mid-January through April 15, while some franchise partners will remain open year round. Franchisees will undergo a 10-day training course at the Roni Deutch Tax Centers™ headquarters in Sacramento, where they become trained to complete and file tax returns. During the other nine months of the year, the franchise is required to only be open one day a week.

About Roni Deutch Tax Center

Roni Deutch has built her reputation as one of the most successful tax lawyers through hard work and dedication to the needs of taxpayers. Her competitive spirit and insatiable work ethic has made her a household name with one out of three American adults knowing the name Roni Deutch. Through her years of practice, she saw that many of her clients' tax problems were caused by sloppy and unprofessional tax return preparation. Roni decided it was time to put her experience to work for taxpayers across the country. The Roni Deutch Tax Center™ is now filling the need for competent tax return preparation. An affordable franchise opportunity, a Roni Deutch Tax Center™ franchisee can expect to pay somewhere between \$59,000 and \$93,000 to open a tax center with the average investment being about \$55,000 for one location. Additionally, RDTC™ has recently launched its Area Developer program, in which entrepreneurs can own, operate and develop 50 RDTC locations in their local market. For more information, visit www.rdtcfranchise.com, or call 866-RDTC-BUY [(866)-738-2289].

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Roni Deutch Tax Center Franchise Information Request Form

Use this form to request additional Franchise information.

* = Required Fields

Applicant Information

First Name: *

Last Name:

E-mail: *

Address: *

Phone: *

City: *

State/Provence: *

Alternate Phone:

Zip/Postal: *

Country:

Financial Information

Liquid Assets: *

Net Worth:

Investment Range:

Desired Location

Desired City:

Desired Territory:

Additional Information

Comments:

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