

For Immediate Release:

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The AAFD Recognizes Richard Rosen ***Total Quality Franchising Lifetime Achievement Award***

DATELINE: SAN DIEGO, CA...

The American Association of Franchisees and Dealers (AAFD) has announced that attorney, Richard L. Rosen, a longtime friend of and contributor to the AAFD, has been selected to receive its *Total Quality Franchising Award for Lifetime Achievement*.

In announcing the AAFD's highest award honor, AAFD Chairman Robert Purvin said, "Richard has been a long time contributor and friend of the AAFD. He has been recognized in the past as an AAFD Member of the Year and AAFD Supporting Member of the Year, he has been on the AAFD Board of Directors for several years, and for more than 12 years has been a member of the Fair Franchising Standards Committee, serving as its Chairman since 2000. Richard's contribution to the AAFD and his dedication to fair franchising more than justifies the unanimous decision of our Awards Committee to award him our Lifetime Achievement Award."

Rosen expressed his deep appreciation for the AAFD recognition. "There are few awards that I would hold as proudly, I am dedicated to the mission of the AAFD, and the principles upon which it was founded. I have been privileged to have played a role in formulating the AAFD's vision and definition of *Total Quality Franchising*, and I accept this recognition as a renewal of my commitment to help the AAFD achieve a lifetime of progress in the interests of fair and balanced franchising."

Rosen was admitted to the practice of law in New York State in 1968. Since 1972, Richard has also been admitted to practice in the Federal District Courts, Southern and Eastern Districts of New York. He has been a founding partner of several law firms in New York City, and is presently the managing member of The Richard L. Rosen Law Firm, PLLC. For almost 40 years, Richard has practiced law in the areas of corporate transactions, real estate, trust and estate planning, litigation and franchise work, representing franchisors, franchisees and franchisee associations.

Richard is a member of the American Bar Association Forum on Franchising, the New York State Bar Association (Franchise Law Committee and Legal Steering Committee), and the Steering Committee of the National Franchise Mediation Program. Richard has delivered lectures on corporate, real estate and estate planning matters and is a frequent lecturer on franchise topics and issues. He is a real estate developer and consultant, a licensed real estate broker and is listed in both Who's Who in America and Who's Who in American Law as well as various other similar publications. He has been consistently recognized as a "Legal Eagle" by the Franchise Times and as one of "The Best Lawyers in America."

In the opinion of AAFD Chairman Robert Purvin, the recognition of Richard Rosen for his lifetime achievement in promoting fair franchising should surprise no one. "Over the years Richard's contributions to the AAFD have been substantial. His recognition was more a question of 'when' it would occur rather than 'if'."

The AAFD Lifetime Achievement Award will be presented to Richard Rosen at the Total Quality Franchising Awards Banquet on Monday, May 5, 2008, during AAFD's 16th Annual Conference in Newport News, Virginia.

About the AAFD

The AAFD is a national non-profit trade association representing the rights and interests of franchisees and independent dealers throughout the United States. Formed in 1992, The AAFD is focused on market driven reform to achieve its mission to define and promote collaborative franchise cultures that the AAFD describes as Total Quality Franchising. Since its formation the AAFD has grown to represent more than 50,000 franchised businesses throughout the United States. The AAFD currently has members in all 50 states and represents more than 100 different franchise systems.

The AAFD's Fair Franchising Standards, Fair Franchising Seal, Trademark Chapters, and emphasis on Marketplace Solutions led to the Association's recognition as a growing force in franchising. The AAFD's Branded Partner programs add a new dimension to the value of AAFD membership. The AAFD provides a broad range of member services designed to help franchisees build market power, create legislative support of interest to franchisees, provide legal and financial support, and provide a wide range of general member benefits.

For more information about the conference or the AAFD, please call toll free - 800-733-9858 or visit www.AAFD.org.