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**Franchise Expo Partners With Original SoupMan
to Create “Stimulus Package” –
*Hall of Fame Legend Reggie Jackson to Give Away SoupMan Franchise!***

NEW YORK, New York (April 1, 2009) – North America’s largest Franchise and Business Opportunities Expo and New York’s own The Original SoupMan, makers of the legendary soups of Al Yeganeh, who inspired the “Soup Episode” on Seinfeld, joined forces today to announce a stimulus package contest to help one lucky winner realize their dream of owning their own business. Interested applicants can apply online by submitting, in 100 words or less, their story detailing the reasons why they should be the awarded ownership of a brand new Original SoupMan franchise. The winner will be announced by Hall of Fame slugger, Reggie Jackson, at the opening of the New York-New Jersey Franchise Expo, April 18, 2009, 10:30 a.m., at the Meadowlands Exposition Center, in Secaucus, NJ.

“With many people out of work and Americans unsure about how to create a solid financial future, we wanted to help the economy one person at a time and create a contest that can do just that. Original SoupMan so graciously stepped to the plate and immediately wanted to be on board”, states Fred Cox, President of National Event Management. “A franchise is the easiest and safest way to become your own boss and create financial stability. In spite of the current credit crisis, many franchise companies have financing options available to new business owners. By buying into a franchise one buys into a proven concept and exponentially increases their success rate”.

The contest kicks off Wednesday, April 1, 2009. For more information, visit www.franchiseexpocontest.com. All entries must be submitted by April 13, 2009 at 12 Noon EST.

The New York-New Jersey Franchise Expo also provides valuable educational resources and a wide range of advisors and suppliers for current and future business owners. The show includes free daily seminars from

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reputable and insightful professionals, including the Small Business Association, that have information that entrepreneurs need to know. Topics include: “Securing a Loan for Business Start Up” and “Legal Aspects of Buying a Franchise”.

“Small businesses—the stores that employ a dozen people—those will be what ultimately turns this economy around,” said Robert Bertrand, President of The Original SoupMan. Bertrand said the idea of waiving SoupMan’s standard \$35,000 franchise fee for someone who has the entrepreneurial drive to succeed but might lack the financial resources to fund an entire start-up is, “a stimulus package that just makes sense.”

The Franchise and Business Opportunities Expo, a member of the International Franchise Associations suppliers group, takes place Saturday, April 18th & Sunday, April 19th at the Meadowlands Exposition Center, 355 Plaza Drive, Secaucus, New Jersey. Hours of operation are Saturday 10am-5pm and Sunday 11am-4pm. Admission is \$10. For more information, visit www.newyorkfranchiseshow.com.

About The Franchise & Business Opportunities Expo

The Franchise & Business Opportunities Expo is produced by National Event Management. National Event Management is the producer of 27 annual business ownership events across North America showcasing over 1,700 businesses to 65,000 prospective business owners each year. For more information on National Event Management visit www.nationalevent.com.

About The Original SoupMan

Founded in 1984, legendary soup man, Al Yeganeh, set the standard for delicious, world-renowned soups at his New York City location, *Soup Kitchen International*. Now, with the international growth of his franchise, *The Original Soup Man*, Al and his team will give the whole world the opportunity to experience soup as it was meant to be. The company also sells the Original SoupMan soups in Grab-n-Go packages in the frozen food aisle of grocery stores nationwide. To learn more, visit www.ORIGINALSOUPMAN.com. For franchise information, call (877)-SOUPMAN

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