



Primrose Schools[®] Press Kit

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FACT SHEET

Overview	Founded in Marietta, Ga., in 1982, Primrose Schools revolutionized the concept of child care, making early education the key component of its service offering through a purposeful, balanced approach. Primrose is a national family of accredited, early education and care schools serving children, parents and local communities. The high-quality schools serve children ages 6 weeks to 6 years old, and offer after-school programs for children up to 12 years old.
Reach	Primrose Schools currently operates more than 300 schools in 25 states in more than 44 U.S. markets. Parents of more than 48,000 children across the country choose Primrose to educate and care for their children.
Mission	To forge a path that leads to a brighter future for all children.
Vision	To deliver the best and most trusted early education and care for children and families across America.
Exclusive Curriculum	The company's research-based, proprietary <i>Balanced Learning</i> [®] program blends teacher-guided and child-initiated activities to support children's social-emotional, cognitive, creative and physical development. The program includes a curriculum aligned to early learning standards, developmentally appropriate equipment and instructional materials, varied forms of assessment, and extensive training for teachers. It is designed to help children develop <i>Active Minds, Healthy Bodies and Happy Hearts</i> [®] and the right foundation for future learning and life.
Standards of Excellence	New Primrose Franchise Owners receive extensive training and the ongoing support needed to open and operate a school effectively. The Primrose internal quality assurance program ensures that schools meet the operational and educational standards necessary to deliver the best and most trusted early education and care.
Academic Accreditation	In 1998, Primrose became the first educational preschool company to earn national accreditation from the Commission on International and Trans-Regional Accreditation (CITA), the Southern Association of Colleges and Schools Council on Accreditation and School Improvement (SACS CASI), and the North Central Association Council on Accreditation and School Improvement (NCA CASI), paving the way for others to follow. In 2012, Primrose developed and piloted the new AdvancED Standards for Quality Early Learning Schools and was awarded the first international AdvancED Corporation Systems Accreditation under the new Standards for Quality Early Learning Schools.
Proven Results	Primrose students consistently demonstrate a high attainment of school readiness concepts (Schwartz, 2009) as measured by the nationally recognized Bracken Assessments. In most cases, students scored at twice the level of their peers on these assessments designed especially for young children.
Franchising Opportunities	Primrose schools are independently owned and operated by caring, dedicated and professional Franchise Owners. More than 70 percent of Primrose Franchise Owners are former Primrose parents, grandparents or staff, or know someone who attended or taught at one of our schools.



About Jo Kirchner President and CEO Primrose Schools

Jo Kirchner, president and chief executive officer of Primrose Schools, has a lifelong mission to deliver a nurturing environment and a quality early learning foundation to help children become confident adults who love who they are and what they do.

Jo joined Primrose in 1990 as vice president of the company and became president and CEO in 1999. Under her leadership, Primrose has grown from four schools in metro Atlanta to more than 300 schools nationwide.

Jo serves as a member of the Primrose Schools Education Advisory Board and oversees the Primrose Schools Board of Directors. She founded the Primrose Children's Foundation, which provides financial aid to not-for-profit organizations supporting young children. Under her leadership, Primrose Schools has raised and donated more than \$2 million to charities focusing on the needs of children who are at the greatest risk. Most recently, she helped form a long-term partnership with Save the Children, the world's top independent charity for children in need.



In 2014, the National Association for Female Executives named Jo as a recipient of the Women of Excellence Award for her community service in the education industry. Additionally, Franchise Update magazine ranked Jo number eight on its annual list of the Top 24 women in franchising, and she also was recognized as one of the Atlanta Business Chronicle's Most Admired CEOs. In 2013, Jo was awarded a Gold Stevie® Award in the Female Executive of the Year category for Women in Business. She was honored by Womenetics with a 2013 POW! Award, which recognizes women who have made significant contributions to Atlanta's business and cultural landscape. She also was named the regional winner of the Ernst & Young Entrepreneur of the Year Award in the service category in June 2011, and is a graduate of the Leadership Atlanta Class of 2011. And in 2010, AdvancED named Jo the first winner of the International Excellence in Education Award for accredited corporations.

In 2012, Primrose was selected to partner with AdvancED to develop and pilot the new Standards for Quality Early Learning Schools and was the first early childhood education school system to go through the process and earn AdvancED Corporation Systems Accreditation. Jo was selected to serve on the AdvancED Board of Trustees, making her the first individual to represent early childhood education on this 12-member, international board. She is also a member of the International Franchise Association (IFA) and the American Management Association of Sales and Marketing Executives.

A graduate of Ohio Career College with a degree in marketing, Jo lives on a horse farm in Dallas, Ga., with her husband of more than 35 years, Rick. They have two grown children and two grandchildren.



TIMELINE

- 1982** The first Primrose school is founded in Marietta, Ga., by Paul and Marcy Erwin.
- 1990** Primrose launches its franchising concept, officially establishing Primrose School Franchising Company.
- 1996** Primrose enhances its standards for assessing school operating procedures. The Standards of Excellence Accreditation is piloted in schools.
- Primrose becomes the first educational child care company to receive accreditation from the Commission on International and Trans-Regional Accreditation (CITA), the Southern Association of Colleges and Schools Council on Accreditation and School Improvement (SACS CASI) and the North Central Association Council on Accreditation and School Improvement (NCA CASI).
- 1999** The Erwins retire and sell Primrose School Franchising Company to Security Capital Corp., a Greenwich, Conn., equity investment firm.
- Jo Kirchner is named president and CEO.
- 2001** Primrose enhances its proprietary curriculum aligning it with early childhood research and best practices and names it *Balanced Learning*[®].
- 2003** The Primrose School at Bentwater, a corporate demonstration school, opens on the campus of the company's new Support Center headquarters in Acworth, Ga.
- Primrose Schools is the first preschool organization to incorporate wireless laptops into the classroom for use by both the students and teachers.
- 2004** Primrose launches the Expressive Language Development program, using sign language in the classroom to encourage infant and young toddler language development.
- 2006** American Capital Strategies Ltd., a publicly-traded buyout and mezzanine fund with capital resources of approximately \$7 billion based in Bethesda, Md., acquires Primrose Holdings, Inc. from Security Capital Corp. in an investment of \$63 million.
- Primrose Schools establishes a partnership with Reach Out and Read, a national not-for-profit organization that makes books and reading a part of pediatric care, with a \$100,000 donation.
- Primrose enhances Mucho Mundo[®], its Spanish language program, with scripts for teachers, vocabulary cards, music, books, and a new program champion, Arturo the Burro puppet.
- Primrose integrates KIDWARE[®] software programs into preschool and pre-K classrooms to provide online extensions to learning activities and experiences.
- 2007** Primrose Schools celebrates its 25th anniversary and commemorates the milestone by awarding a \$25,000 college scholarship through a promotional sweepstakes.
- Primrose Schools signs its 250th franchise agreement and achieves \$236 million in system revenues.



Primrose Schools is ranked #164 in Entrepreneur's Franchise 500.

Primrose introduces the new Thumbs Up![®] physical activity and outdoor play program developed in consultation with Dr. Steve Sanders, director of the School of Physical Education and Exercise Science at the University of South Florida.

- 2008** Primrose Schools establishes an Education Advisory Board, a team of leading experts in early childhood education and development. The board helps Primrose Schools further enhance the high-quality early childhood education it delivers nationwide, while also strengthening the relationship between Primrose and the communities it serves.

Primrose School Franchising Company is acquired by Roark Capital Group.

- 2009** Primrose system revenues reach \$286 million.

- 2010** Primrose School of Education, a 22,000-square-foot professional development and training facility, opens on the company's corporate campus.

Primrose Schools opens its first urban school in August 2010 in Midtown Atlanta.

- 2011** Primrose partners with The Music Class[®] to create a unique Rhythm & Notes[®] music program that teaches children to appreciate music and nurtures brain development. The program immerses students in the language and joy of music at school and, by providing all Primrose families with CDs (and later, a downloadable app), extends the music program in partnership with parents at home.

- 2012** Primrose Schools is selected to develop and pilot the new AdvancED Standards for Quality Early Learning Schools. Primrose Schools is then awarded the first international AdvancED Corporation Systems Accreditation under the new Standards for Quality Early Learning Schools.

Primrose Schools celebrates its 30th anniversary. Primrose system revenues exceed \$387 million in 2012, up 13 percent from 2011.

Over a seven-year period, the Primrose Children's Foundation donates more than \$1.1 million to Reach Out and Read.

- 2014** Primrose Schools opens its first school in California, Primrose School of Pleasanton, expanding its footprint coast to coast. Primrose School of Burlington opens, the first Primrose school in Massachusetts, marking the company's growing presence in the Northeast.

Primrose Schools partners with Save the Children, the world's top independent charity for children in need, on a multi-year initiative that will focus on early literacy, child sponsorship and protection from harm for at-risk children in America.

FranchiseGrade.com lists Primrose Schools as the leader in Franchisee Satisfaction in the children's sector.

- 2015** Primrose Schools operates more than 300 schools in 44 U.S. markets and 25 states.

Forbes, Entrepreneur and Franchise Times recognize Primrose as a top franchise company.



PRIMROSE LEADERSHIP TEAM



Jo Kirchner
President and CEO



J. Derek Fuller
Senior Vice President, Business
Services and CFO



Bill Pierquet
Senior Vice President,
School Development



Chris Goethe
Vice President,
Franchising



Gloria Julius, Ed.D.
Vice President,
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Bob Benowitz
Executive Vice President,
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Paul Thaxton
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Preschool Franchise Identifies Philadelphia as a Key Market for New Schools

Primrose Schools® seeks passionate entrepreneurs for suburban and urban franchise opportunities

ATLANTA (January 15, 2016) – Primrose Schools, a leading early childhood education and care franchise, has identified metro-Philadelphia as a key growth market with increasing demand for high-quality education and care services. To meet this need, the franchising company is actively seeking entrepreneurs with a passion for educating the next generation of leaders at [The Franchise Expo](#) on Jan. 15-16 at Hall C of the Pennsylvania Convention Center.

The childcare franchising industry continues to expand as more and more Americans recognize the importance of a solid educational foundation for young children. According to the 2015 Franchise Grade Report, children's services franchises are considered one of the fastest growing franchise sectors in the country. Primrose Schools has experienced this demand firsthand in both urban and suburban schools across the country. In fact, last year the company saw an all-time high enrollment average of 85 percent for its mature schools, one of the highest ratings in the child care industry. At The Franchise Expo, Primrose Schools wants to meet entrepreneurs with a heart for children and expertise to take advantage of the opportunities in Philadelphia and the surrounding areas.

"Our research and local community insights continue to identify Philadelphia as a growth market for Primrose Schools, and we're noticing that the traditional suburban school is not the only model in high demand," said Chris Goethe, VP of Franchising at Primrose Schools. "As U.S. cities continue to grow, we're working with community planners to include educational centers in multi-use developments in the city, changing the tagline, 'live, work play' to 'live, work, play and educate.'"

Allison P. Wilson-Maher, Franchise Owner of Primrose School of Center City Philadelphia, recognized the need for quality early education in Philadelphia when she was expecting her first child. As someone who thrived in the bustle of city life, she was frustrated with the lack of quality childcare nearby. She discovered Primrose Schools and knew it would meet her needs while solving a problem for so many Philadelphia parents. Construction starts early this year on Allison's Primrose school that will be located within a high-rise building in Center City Philadelphia.

"Philadelphia is a place teeming with 'eds and meds,' which means it is a hub for highly educated professionals and physicians who want to raise their families in the city," said Allison P. Wilson-Maher, Primrose School of Center City Philadelphia. "When our school opens this summer, I am thrilled to offer the unparalleled Primrose Experience to other families in the Center City market, as well as continue to integrate my lifelong passion for education into my professional life."

Entrepreneurs interested in learning more about Primrose Schools franchise opportunities in the Philadelphia area or other mid-Atlantic markets can stop by the company's booth at The Franchise Expo or visit www.franchise.primroseschools.com. Goethe will also lead a session at the show on Saturday, Jan. 16 on "How to Maximize Your Relationship with Your Franchisor" to guide prospective Franchise Owners as they navigate the first few months as part of a franchise system.

[As announced last year](#), Primrose identified 12 Philadelphia-area communities ready for immediate expansion due to strong demand for high-quality early education and care, entrepreneurial interest and available real estate opportunities. These include: Lower Makefield, Doylestown, Jamison, Maple Glen, Ambler, Montgomeryville, Kulpsville, Collegetown, Exton, Washington Township, Sicklerville and Chadds Ford.

This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. Franchise offerings are made by Franchise Disclosure Document and are only made in states in which Primrose Schools is authorized to sell franchises.

About Primrose Schools

Founded in 1982, [Primrose Schools](#) is the nation's leader in providing a premier early education and care experience in more than 300 schools in 25 states. Each Primrose school is independently owned and operated by Franchise Owners, who partner with parents to help children build the right foundation for future learning and life, and offer an environment that helps children have fun while nurturing *Active Minds, Healthy Bodies and Happy Hearts*®. Primrose offers Franchise Owners an industry-leading proprietary early education blueprint and delivery model, as well as financial security, autonomy and a sense of purpose. For more information, visit www.PrimroseFranchise.com, follow us on [Facebook](#), [LinkedIn](#), [Twitter](#) and [YouTube](#), and explore our [Pointers for Parents blog](#).