



Got My Kids™ Fact Sheet

www.gotmykids/factsheet.pdf

- ⇒ Got My Kids™, “the ultimate family resource and savings program” is a rapidly growing Canadian owned and operated franchise that publishes quarterly and annual print guides, as well as www.gotmykids.com, which feature family-targeted advertising from a wide variety of businesses.
- ⇒ Got My Kids is the “brainchild” of founder and CEO, Jeremy Ansell.
- ⇒ In addition to five corporate owned territories – Ansell enlisted 13 franchisees within the first three months and has a waiting list of eager prospects.
- ⇒ Got My Kids has launched 17 territories including Richmond Hill, Vaughan, Thornhill, North York, Mississauga, Oakville, Newmarket, Aurora, Barrie, Kitchener, Waterloo, Cambridge and London, as well as territories across Calgary, and is aggressively expanding.
- ⇒ Got My Kids franchisees are assigned an exclusive territory where they sell Got My Kids media opportunities, including advertising in its print guides and at www.gotmykids.com, as well as participation in the Got My Kids™ Savings Card program.
- ⇒ Got My Kids recently launched the Got My Kids Savings Card - the first and only family savings card of its kind in Canada.
- ⇒ The Got My Kids Savings Card offers families hundreds of dollars in savings on kid-oriented products and services from a wide variety of businesses including retailers, summer camps, party venues, education providers, dance schools, recreational facilities, and other activities and attractions.
- ⇒ Got My Kids donates \$2 from the sale of every Got My Kids Savings Card sold online to Autism Society Canada, Starlight Starbright Children’s Foundation Canada and schools participating in its fundraising program.
- ⇒ Got My Kids Savings Cards are available for purchase online at www.gotmykids.com, or from participating distributor partners for just \$20 annually.
- ⇒ Got My Kids Savings Card surpasses traditional school fundraising programs. Parents purchase the card at www.gotmykids.com and must choose one beneficiary of the \$2 donation - their child’s school, or one of the two charities.

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- ⇒ Moneris Solutions administers online card purchases. A report indicating the funds raised is provided each month, accompanied by a quarterly cheque.
- ⇒ Got My Kids distributed its annual guide free to one million households in January 2007, via Canada Post - and provides an enhanced Web version at www.gotmykids.com. Got My Kids is the first and only publisher in Canada to utilize Scene7 – a leading-edge, rich media solution that maximizes the online experience by allowing visitors to flip through interactive e-guides, add sticky notes, e-mail pages and link to additional information.
- ⇒ Got My Kids is a member of the Canadian Franchise Association (CFA)

Got My Kids Delivers Value For All Stakeholders

- ⇒ Parents can easily find the products and services they want right in their own community, while saving money and supporting worthwhile charities.
- ⇒ Franchisees can capitalize on a one-of-a-kind business opportunity that has the solid, long-term strategy and potential to produce sustainable revenue
- ⇒ Businesses benefit from cost-effective, targeted exposure to their target market in Got My Kids local and annual guides, online at www.gotmykids.com – and by participating in the Got My Kids Savings Card program and offering discounts to the growing number of Got My Kids Savings Cardholders.
- ⇒ Autism Society Canada, Starlight Starbright Children’s Foundation Canada and participating schools gain valuable exposure to their target audience, and benefit from a strategic partnership with a family-centric organization that espouses grassroots fundraising for worthwhile causes.

Press Release www.gotmykids.com/pressreleasesavingscard.pdf

Corporate Backgrounder www.gotmykids.com/corporatebackgrounder.pdf

Fact Sheet www.gotmykids.com/factsheet.pdf

CEO Bio www.gotmykids.com/ceobio.pdf

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