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December 30, 2006

The Entrepreneur's Source Expands Services to the Gulf Region With New International License

American Franchise Companies Can Now Sell In Gulf Region

Southbury, CT – A new international agreement signed by The Entrepreneur's Source (TES) will make it easier for American franchise companies to now award business units and sell their products and services in the Gulf Region. The agreement signed between TES, the nationally-known career coaching firm, and Al-Tafra Holdings, of Saudi Arabia, is a Master Agreement allowing for business-to-business franchise selling.

“We're very excited about expanding abroad says Terry Powell,” CEO of TES. “This partnership represents the first of many international licenses we see in TES's future. Our process of discovery and coaching will assist Saudi Arabians in learning about the many franchise opportunities available.”

“Our research found TES to be the best partner for us to bring American franchises to Saudi Arabia,” said Dr. Samer Al- Hamad, board member and business development consultant for Al-Tafra Holdings. “Entering new markets is always risky, however, TES's coaching and discovery process gives us the confidence we need to ensure success in bringing new businesses to our country.”

Over the past five years, franchising has grown tremendously in Saudi Arabia. Saudi entrepreneurs generally have sufficient capital and a desire to own their own business, but are hesitant to strike out on their own with a totally new operation or idea, creating a good potential for franchising.

“There is a cultural benefit to bringing the TES career coaching franchises to Saudi Arabia,” says Dr. Samer Al- Hamad. “In our society, men and women cannot socialize as they do in western cultures. The TES career coaching profession, with its

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home-based offices, will help Saudi women become entrepreneurs and allow them to be participating contributors to the labor force,” he added.

Research has shown that 75% of the adult population has a desire to be self-sufficient regardless of country or culture. The franchising sector is growing exponentially both in the USA and globally. There are more than 17,000 franchise companies and 1.5 million franchises around the world.

About The Entrepreneur’s Source

With its Performance Enhanced Center located in Southbury, Conn., The Entrepreneur’s Source (TES) is North America’s leading independent business ownership consulting company with more than 250 offices in the United States and Canada. TES offers a full range of services to individuals interested in self-employment and companies searching for methods of expansion. The goal of The Entrepreneur’s Source is to help clients identify alternative career options that best meet their goals, needs and expectations.

About Al-Tafra Holdings

Tafra Holdings plays a major role in developing better investments that are both safe and lucrative through its innovative vision as well as its vast experience in the capital market.