



Fastrack Times

New Center Openings

Congratulations to the following Franchisees and their teachers whose centers were open in July and August.

Marianela de Sousa Panama ~	Everlearn China ~
Talden & Taney Farias Brazil	Jessica Sadusky Jeremy Wentworth USA

“If children were allowed to develop as they were intended from birth, they would all be pure geniuses”.

~ Goethe

September 2008

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News from Nancy

Dear FasTrackKids Franchisees, I've always found it an interesting phenomenon that the month of September feels like the beginning of a new year – not January. Maybe it's due to a “back-to-school mentality” that was many years in the making or a change in the weather. After spending time this summer reflecting and recharging the internal battery, September is a good time to set new goals for the months to come.

In that spirit, allow me to share some of my thoughts regarding some of our goals for FasTrackKids:

* Reinforce the need for FasTrackKids - we all know the positive impact that FasTrackKids has on children. The challenge is how to explain to parents and the community before a child attends

our programs. The preliminary results from the assessment project are proving to be more positive than we expected. When we have the final reports, we will provide the results to you with speaking points and suggestions on how to use them with parents and the media.

*Introduce new programs that will help Franchisees to build their enrollments – early results from the FasTrack English pilot program are positive. The pilot was delayed due to the summer months but is now underway in five countries. We will make necessary adjustments as we receive feedback.

* Improve corporate's understanding of the franchisees' operating needs and requirements – we are currently updating the Operations Manual based

upon your feedback and input, have updated our initial Operations Training and continue to conduct field visits. We will be contacting a sample of our Franchisees to ask them to share their financial P&L's with us. Our goal is to build pro forma business models that we can use to better measure our franchisees' operations.

One of my favorite quotes is from the German writer, Goethe who wrote, “Whatever you can do or dream you can, begin it. Boldness has genius, power, and magic in it.”

Go out and be bold.

~ Nancy



FTK in the News



Recently two of our centers in Brazil were mentioned in the local paper.

MÉTODO ESTIMULA FORMAÇÃO CEREBRAL – METHOD ESTIMULATES BRAIN DEVELOPMENT

Published on June 15, 2008 in the *Correio da Paraíba*, a well known newspaper of State of Paraíba, where the João Pessoa center is located.

The article describes very precisely the FasTracKids unique method, and how it works in children's brain development with the objective of giving them the opportunity of achieving better results in school and in life.

It gives a glimpse of where FasTracKids is worldwide. Until two months ago there was only one location in Brazil. Now FTK is located in Recife and João Pessoa.

It goes on to explain that the programs work in parallel with formal education as a way of helping children to achieve their potential at the most important phase of their life.

"It's a revolutionary method that stimulates children to develop the main abilities that tomorrow's leaders, in this very competitive world, will need" Sonia Figueiredo, manager of the João Pessoa's Center.

"Children start to develop their social and communication skills as well as leadership skills, apart from developing their cognitive, physical, emotional and social abilities, during that very important phase of the child's life", Sonia Figueiredo.

EDUCAÇÃO FINANCEIRA SÓ EM CURSOS ALTERNATIVOS – FINANCE EDUCATION ONLY IN ALTERNATIVE CLASSES

Published in the Economy Section of prominent newspaper of the State of Pernambuco, where Recife is located, called *Folha de Pernambuco*



MÉTODO ESTIMULA FORMAÇÃO CEREBRAL –



This article explains the importance of financial education in the early years and how Brazilian schools should follow the example of the Asian, European, and American schools that include in their curriculum such a subject.

"Financial education is so important for society that it should be given in schools", quoting Cássia D'Aquino Filocre, Specialist in Early childhood Financial Education and only South American member of the International Association for Children's Social and Economics Education.

The Union of Schools agrees with Mrs. Filocre and states that the subject is only

taught in sporadic activities and in a very little number of schools. That is where alternative education schools come to the scene, offering a range of extra curricular activities developed for children's cognitive development.

It goes on to tell us that Recife has been the pioneer capital of Brazil when it brought one unit of the North American FasTracKids Franchise Network. Established for over a decade in 40 countries and 13 languages.

"We work the potential of the children parallel to school, with the objective of making them learn in practice on daily situations; instead of making them learn by heart the contents of the subjects itself. Researches indicate that the first 8 years of a child's life are the most important ones for the development of the human brain." Luciana Lessa, one of the managers of the Recife's Center.

"By means of multimedia equipment and very ludic tools, the child will learn about the beginning of money, from the food exchange to the currency worldwide. They will simulate corporatism, where each of the children will have to raise money and decide how to best apply it. There is still FasTracKids Music, for younger children 1 ½ years up, which is the assimilation of Mathematics through the use of musical instruments and materials developed abroad. Parents can see their children's progress through a two way mirror."

Luciana Lessa.



Read for the Record and Literacy Month

October is Literacy Month focusing on the importance of books and the connection to literacy. The inaccessibility to books is the leading cause of illiteracy among children around the world. In October, FasTrackKids will be participating in events to raising the awareness.

So far we have 62 centers participating and FasTrackKids Intl Corporate office in Denver is gearing up for our RFR events.

On October 2, our NFL Denver Bronco's mascot, Miles, will be participating at Edna Oliver Montessori School. Prospect Valley Elementary in Wheatridge, CO will host our local sports anchor, Lionel Bienvenu from Channel 7 News with the mascot from the Colorado Rapids soccer team.

In addition to our reading events, the Corporate Office will be hosting our annual book drive. All books received will be donated the Ethiopia Reads Foundation.

Let's break that record this year!!

We are excited to beat last years record of 250,000 readers nationally, 47,000 of those from FTK!

Please contact Andi Dudeck for more information regarding a timeline mapping out marketing, advertising and PR for both events.



Updates & Info

Idea Box is now online!

Go to www.fastrackkids.com, Licensees, and login to see the newest submissions. Don't forget to submit your ideas and be eligible to win \$200 Royalty Credit.

Music Kits

To help avoid any problems that come along with unforeseen shipping complications, please place your orders for FasTrack Music materials at least 3 weeks in advance. Thank you for your cooperation.

In Search of Pictures

Please Send

Please send a current picture of your center to: Tyleen Hanson — tyleen.hanson@fastrackkids.com

By email or snail mail

National Background Search Franchise Program Between FasTrackKids and U.S. Information Search

U.S. Information Search and FasTrackKids have created a dedicated background search program designed to supply accurate and timely pre-employment screening services for all FasTrackKids franchise locations. U.S. Information Search is a nationwide provider of Background Checks to companies of all sizes ()

Why Are Background Checks Important?

It is the responsibility of an employer to provide a safe environment for their customers and each employee. Unfortunately, each year seems to bring an increase in the number of "Negligent Hiring" lawsuits brought against employers in the U.S. when an employee hurts a customer or co-worker.

Statistics show that the best way that an employer can protect themselves against such suits is through the running of a thorough background check. We recommend running both a Multi-state Criminal Search as-well as the more detailed County Criminal Search for each county the individual has lived in during the last 7 years. This is important because the Multi-State and State databases contain information updated per the discretion of each of the 43 states included. However, county searches contain the most accurate and updated information for each county.

Have More Questions? Call or E-mail your dedicated account representative:

Amy Vretenic

U.S. Information Search

Phone: (800)596-4327 x85

amy@usinformationsearch.com

Marketing Corner - Marketing to Moms Series Part 2

~ N. Faunce

The MOM market is a little tricky because we all have a mother and so there's a tendency to think that we know the market based upon our knowledge of our



own mother. I'd like us to do a quick exercise. Write down as many ways as you can to describe a FTK Mom. Here are some questions that can help start your thinking but feel free to go beyond.

* Who is She? * What does she like / dislike? * How old is she? * Is she married or single? * Does she work outside the home? * What is the family income? * Where does she live? * What does she read? * What does she do with her free time? * What are the most important things in her life?

Moms, in just the U.S., represent a multi-trillion dollar market, making it

the 3rd largest market in the world, exceeding the economy of Japan. The statistics don't exist if you added up the consumer/buying power of all the mothers in the world. On average, a family in the U.S. will spend \$165,630 on a child by the time they reach 18.

Yet the Mom market has changed quite dramatically over the years and continues to change. We used to have a fairly clear market sub-segments based upon age and generation. Older mothers shared certain characteristics—were more traditional, for example as opposed to a mom who is 25 years of age. However, those lines are blurring with the similarities forming around the ages of the children.

Moms can also differ by social and cultural roles. Are they happy being identified as



“mom” or do they need additional external identification, such as their profession?

Technology is also playing a role in the Mom market. There are a growing number of tech-savvy moms with more options for receiving and seeking information. Mothers today expect marketers to appeal to their multi-sensory communication behavior. As we try to understand our customer—MOM—we need to understand the similarities and the differences.

Description of a Mom

“She is tired, frequently overwhelmed, can fret with the sacrifices both financial and emotional of giving up her previous career or fret with the intense challenge of managing two full-time jobs, has higher expectations of herself than anyone else around her, might not ask for help often enough, might not take the initiative to provide herself with a regular break from her responsibilities to recharge, and would love to see clothes in the misses department that are both stylish and respectable for a body that has given birth and not quite found the time to find its best new shape”

~Molly Gold, Go Mom,Inc

Continued next month

The Lighter Side of Life



A group of professionals posed this question to a group of 4 to 8 year-olds, “What does love mean?”

“Love is what makes you smile when you're tired” ~ Terri, age 4

“If you want to learn to love better, you should start with a friend you hate” ~ Nikka, age 6

“When you love somebody, your eyelashes go up and down and little stars come out of you” ~Karen, age 7

“Love is when your puppy licks your face even after you left him alone all day” ~ Mary Ann, age 4

Center Stage



This month we have the honor and privilege to highlight an FTK student from Pennsylvania, USA, Ashraya Ananthanarayanan.

Ashraya attended FasTracKids at Wendy Bourdeux's Kids Accelerated, Inc in Jeffersonville, PA. In July 08, Ashraya was honored with the Compassionate Kid Award from PETA, the world's largest animal welfare organization for her efforts in saving a life. Early this summer she found out that the neighborhood boys had a turtle captive. After talking to her mother and PETA she convinced the boys to set it free.

"So many of us see things that upset us (about animal treatment), but not many go above and beyond to do something about it," Karpel PETA Personnel said. "For a 7-year-old child to follow through...that's really special."

Ashraya hit the headlines in several newspapers for her act of compassion. the Times Herald, The Philly Inquirer, PETA media, The Mercury, and Phoenix Newspapers just to name a few. Ashraya's interview aired on the WNPV radio station on July 18th 2008 where she talked about her efforts of saving a little turtle's life .

Ashraya also did two fundraisers of Indian classical Music & Dance at the age of the six and seven the proceeds of which were sent to help Karunashram, PFA an organization founded by Mrs.

Maneka Gandhi and an orphanage in India.

The organization has recognized Ashraya with the title of Child Ambassador for her exceptional Social service efforts at this tender age.



Ashraya in The Herald

Shruthilayam Academy, an Indian Fine Arts School plans on recognizing the exceptional talent, teaching ability and compassionate values of this young child with the "ADARSH AWARD" in DEC 2008 during the Annual day.

Ashraya also has plans on releasing her debut Piano CD in DEC 2008. It will be a joyful collection of Indian Classical songs and Western Classical on the Piano. The proceeds of which shall go to help PETA, Karunashram and SEVA.

Apart from being a young writer of the Amazing kids magazine of USA she also plans to release her bud book in 2009 titled "THE RING OF HOPE" on compassion.

The future for Ashraya? For the year 2009 she has already been nominated for the Mahatma Gandhi Award from Karunashram, Peace Award from Krishnaiyer Foundation of the Krishnaiyer & Co, the Chronicle Achiever Award and proposed for the TFK Gandhi Award . Ashraya will also be featured in a book by Ninon de Vere De Rosa the founder of KidsTalk

The link for Mercury newspaper :

http://www.pottstownmercury.com/site/news.cfm?newsid=19874404&BRD=1674&PAG=461&dept_id=18041&rfi=6

The link for Phoenix News :

<http://www.phoenixvillenews.com/site/news.cfm?newsid=19875753&BRD=1673&PAG=461&dept>

Productions and in her TV Show as Voices of Tomorrow.

Ashraya and her parents Ponnani and Aarthy contribute her success to her experience with FasTracKids.

"As parents we would like to dedicate our daughter's achievements to FasTracKids from where she learnt not only sharpening of academic skills but developed her leadership skills and the values of being a fine citizen. We think that FasTracKids is a wonderful educational enrichment program. The curriculum helps a lot in IQ development and enables the students to achieve high academic success. The program apart from helping her secure early admissions to the school did help her in realizing the importance of self esteem, self confidence and how today it has got her all the success at the tender age of 7. We would recommend FTK to every parent"



Ashraya Ananthanarayanan, 7, has been honored for saving a small turtle.

Philly Inquirer

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Learning, cleverly disguised as fun.sm

For questions, suggestions, or contributions of the FasTrack Times, please contact Tyleen Hanson at tyleen.hanson@fastrackkids.com.

September 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 <i>Corporate Offices Closed Labor Day</i>	2	3	4	5	6
7	8 <i>Instructor Training Qatar</i>	9	10	11	12	13 <i>Instructor Training Oman</i>
14	15	16	17	18	19	20
21	22 <i>Instructor Training Denver</i>	23	24	25	26	27
28	29	30	Read for the Record — Oct 2nd			