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PRESS RELEASE

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The Interface Financial Group Certified a World Class Franchise

Alternative financing firm credits extensive franchise training program for recognition

Bethesda, MD - January 20, 2012 - The Interface Financial Group (IFG) has received World-Class Franchise® recognition from the Franchise Research Institute® and FranSurvey®. The recognition comes after an independent survey in which over 75% of IFG franchises participated. The survey was designed to determine the level of franchisee satisfaction with The Interface Financial Group's franchise system.

"We appreciate this recognition from The Franchise Research Institute because understanding what a franchisee thinks, through confidential surveys is vital to knowing what is and is not working within the system," says David Banfield, president of The Interface Financial Group. "IFG celebrates its 40th anniversary this year, and while we are proud of the training and support, the risk management program and the financial support we've developed through the years and provide to every franchisee, we know we can always improve the system and this information will help us do that."

IFG is an international provider of short-term working capital through invoice discounting. Franchisees provide their services primarily to local small and medium-sized businesses. IFG's service allows a company to use their unpaid invoices to accelerate their cash flow and meet current financial obligations. The service is transactional, allowing businesses to use it as often as they need it. This easy and fast form of short term financing offers small business owners the opportunity to access cash quickly without having to wait for their outstanding invoices to be paid. The service is in high demand in today's economy.

"A company can provide a terrific product or service which is well received by the public and franchisees can still fail," says Jeff Johnson, found of The Franchise Research Institute/FranSurvey. "World-Class franchising requires a focus on franchisee success which in turn supports the success of the brand. We recognize success by asking current franchisees to rate their experience as franchise owners using sold, scientific research methods."

Some of the criteria used by The Franchise Research Institute to certify World-Class Franchises include:

- They establish realistic expectations with candidates and then consistently meet or exceed those expectations.
- They are very selective and only offer franchises to individuals that meet the "success profile" for their franchise.
- They successfully transfer "franchise owner knowledge" to new franchisees.

- They provide ongoing training and support to existing franchisees.
- They communicate with consistent clarity and include franchisees in major decisions.
- Their franchise offers and acceptable ROI for both the franchisor and the franchisee.

“IFG franchisees want to help the thousands of businesses that have survived the recession and need cash to grow with the recovery but they do not qualify for a traditional bank loan,” adds Banfield. “IFG offers business owners a way to expand while offering franchise owners a chance to be their own boss and work from home while helping their community.”

IFG has more than 140 franchises in seven countries and is consistently rated a top franchise by Entrepreneur magazine..

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About The Interface Financial Group (www.interfacefinancial.com)

The Interface Financial Group (IFG) is the leading alternative funding source for small business. IFG provides short-term working capital funding in the form of a unique Invoice Discounting service. The company serves clients in the manufacturing, service, and construction sectors. Interface operates from a base of more than 140 franchise offices in the United States, Canada, Australia, Ireland, New Zealand, Singapore, and the United Kingdom. IFG’s innovative Invoice Discounting service is a fast and easy way for small businesses to turn receivables into cash.

For more information visit: www.interfacefinancial.com ,
Or contact IFG at: 800.387.0860, ifg@interfacefinancial.com

About the Franchise Research Institute:

Franchise Research Institute® and FranSurvey® were founded in 2002 to study and promote franchise excellence. As a full service research firm focused on franchising, we perform franchisee satisfaction research in the U.S. and world-wide. Existing franchisees as consumers can evaluate their franchise as a business opportunity. World-Class Franchise® opportunities must demonstrate that they have the support and endorsement of their franchise owners through confidential surveys.