

PRESS RELEASE

Baker Donelson Attorney to Head International Franchise Association Compliance Program

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(Memphis, TN/January 12, 2007) Joel R. Buckberg, head of the franchise and hospitality practice of the law firm of Baker, Donelson, Bearman, Caldwell & Berkowitz, PC, has been named by the International Franchise Association to serve as administrator for the group's Franchise Compliance Program, an educational program designed to aid companies in meeting the requirements of franchise sales and disclosure regulations.

"The International Franchise Association is committed to helping the franchising community comply with all applicable federal and state franchise laws," IFA president Matthew Shay said. "Joel Buckberg's extensive experience in franchise law and his service with many of the sector's top brands are valuable assets that will ensure the continued success of this program."

Mr. Buckberg previously served as executive vice president and deputy general counsel of Cendant Corp., where he was involved in acquisitions, international master license transactions and the supervision of legal practice groups. Active in IFA, he has served on the association's Legal/Legislative Committee and regularly participates as a speaker for the IFA Legal Symposium.

Launched in 1998 in partnership with the Federal Trade Commission and state franchise regulators, the Franchise Compliance Training Program features comprehensive and detailed training sessions delivered to franchise systems at their headquarters locations. IFA represents the world's leading franchise brands, their small-business franchisees and sector suppliers.