

Kumon is Top Franchise for Hispanics

Afterschool Program Seeks Qualified Educators Fluent in English & Spanish

TEANECK, N.J. (June 2, 2009) – The National Minority Franchising Initiative (NMFI) recognizes Kumon, the world's largest after-school education company, as one of the top 25 franchises for Hispanics in the tutoring industry. Kumon helps children of all ages and abilities from preschool to high school. The company is currently interviewing college-educated franchisee candidates who are passionate about children, have a strong desire to improve their communities through education, and can speak both English and Spanish fluently.

"Education is a rewarding profession," says Deven Klein, Kumon's vice-president of franchising for North America. "Many of our franchisees opened a Kumon Center because they felt it would provide the greatest positive impact on children in their local communities."

Hispanics comprise approximately 15 percent of the population, but the NFMI estimates only six percent own franchises. Kumon is actively recruiting Hispanic franchisees in markets across the United States. The initial investment to open a Kumon Center ranges from \$33,000 to \$131,000.

Tutoring is a widespread option for an increasing number of families in the United States. The average Kumon Center student enrollment increased 57% percent since 2002. Children enroll in Kumon for both remedial and enrichment help, and many continue in the program until they graduate high school. Amongst the Hispanic population, the spending power of Latinos is nearing \$1 trillion.

"Parents are looking to Kumon to supplement the school curriculum and provide reinforcement of fundamental skills," says Klein. "Kumon's affordable tuition ranges from \$85-\$115 per subject, per month, and the home-based program helps parents be more fully engaged and aware of their child's daily academic progress. We've been helping children acquire lifetime skills and a love of learning for more than 50 years. Our program has universal appeal, as we have Kumon Centers in 46 countries."

In 2008, Kumon signed 121 franchise agreements, which is a 46 percent increase from 2007. Kumon currently has more than 1,300 Kumon Centers in the United States, and according to Klein, the company is on target to open 100 more in 2009.

For more information about the Kumon franchise opportunity, please visit www.kumon.com/franchise. For a list of nearby Kumon Centers visit: www.kumon.com or call 800-ABC-MATH.

About Kumon Math and Reading Centers

Kumon [Koo-mon] is an after-school math and reading program. The learning method uses a systematic individualized approach that helps children develop a solid command of math and reading skills. Through daily practice and mastery of materials, students increase confidence, improve concentration, and develop better study skills. Kumon has 26,000 Kumon Centers in 46 countries and more than four million students studying worldwide.

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