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Forbes Ranks Kumon No. 1 Low-Cost Franchise
Franchisees Help Children in After-School Math & Reading Program

TEANECK, N.J. (August 28, 2009) – [Kumon](#), the world’s largest after-school education company, ranks No. 1 in *Forbes* magazine’s list of [Top 20 Franchises to Start](#). The franchise attracts people who value education and aspire to help children build confidence, independent learning skills, and a strong foundation in math and reading. Operating for more than 50 years, the franchise now helps students in 46 countries around the world.

“This education franchise was founded by a father’s love for his son,” says Hideki Kusuzawa, president of Kumon North America. “Today, the model continues, as our franchisees are often Kumon parents who experience the powerful benefits of the program and decide to open a center to help children in their communities.”

Kumon sees a growing trend among professionals leaving the corporate world to seek a more rewarding career mentoring and helping children achieve their dreams and become contributing members of society. Kumon continues to open centers across North America during this challenging economic period. Potential candidates must demonstrate a passion for learning and children, and pass rigorous math and reading exams. Kumon helps children from preschool to high school; therefore, candidates are required to help students develop skills from counting to calculus, and from learning to sound out letters to summarizing, analyzing, and interpreting advanced high school level literature such as Shakespeare and T.S. Eliot.

Mr. Kusuzawa is confident families will invest in their children’s education, especially as they see the remedial and enrichment benefits of the Kumon program. “As a father of three adult children who all studied Kumon, I’ve seen first-hand how the Kumon Method of Learning, as a supplement to school, enriches children’s personal growth,” says Kusuzawa. “When I was an Instructor, I saw my students grow and benefit from individualized learning, and after 28 years of working with Kumon, I continue to see how daily study unlocks the potential of children so they can achieve more on their own.”

Kumon Franchisee Trends:

- Kumon parents often become franchisees.
- More than 85% of franchisees are women with backgrounds in engineering, education or business.
- Many franchisees seek a new career that can positively impact their local community.

Trends in Growing Markets:

- The Northeast is one of the fastest growing regions in 2009.
 - This year the company opened four new centers north of Boston after only opening two centers in this region in a four-year period. These franchisees are Kumon parents with backgrounds in education or engineering, who have a strong desire to help society and further their children’s development.

- New Jersey recently opened two new centers and has seven candidates in training. The franchisees are parents with engineering or technology backgrounds and are looking for opportunities to build a business that will benefit the community.
- In the Dallas area, the economy influenced trainees to change career paths. Many are using severance packages to invest in opening a Kumon Center, or are leaving the corporate world to work in a business that will help society.
- In the Midwest, a trend is emerging: more Kumon fathers than mothers are opening Kumon Centers. Recently, five Kumon dads moved from the legal and engineering fields to open Kumon Centers.
- In Atlanta, the majority of centers are in the north, but for the first time this year, more centers are opening in the heart of Atlanta and in other growing suburbs.

Kumon is opening centers across North America and welcomes applicants to visit <http://www.kumon.com/franchise/> to learn more. Kumon currently has 1,600 franchises in the United States, Canada and Mexico and more than 500 employees in 20 North American cities. Parents interested in learning more about Kumon to enroll their children can contact: 1-800-ABC-MATH, and those interested in learning more about the franchise can contact: 1-866-633-0740.

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. The North America headquarters is in Teaneck, NJ. Parents can visit www.kumon.com or call 1-800-ABC-MATH to learn more about the program.

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