



TULSA FRANCHISE OWNER RECOGNIZED FOR OUTSTANDING CONTRIBUTIONS TO FRANCHISING

Franchise Leaders Deliver "We Are Local" Message to Congress

WASHINGTON, Sept. 30, 2015 – Pinot's Palette franchisee partner Lisa Riley of Tulsa, Oklahoma, was honored Tuesday by the International Franchise Association with its annual Franchisee of the Year Award. Franchise owner-operators representing 53 franchise systems were recognized during the IFA's Franchise Action Network Annual Meeting, formerly the Public Affairs Conference, for their outstanding performance and the contributions they have made to enhance the growth and development of franchising. Each award winner was selected by their franchise company.

"The strength of the U.S. economy significantly relies on the hard work of franchisees," said IFA President and CEO Robert Cresanti. "IFA is proud to recognize the outstanding efforts of Lisa with the Franchisee of the Year Award and thank her for her work in the promotion of franchising as well as for her daily contributions that not only showcase how local business owners propel the economy, but also foster community ties throughout the U.S."

The Franchisee of the Year Award is a major component of the IFA's Franchise Action Network Annual Meeting, which brings more than 400 franchise business leaders together in Washington, D.C. to carry the key messages of franchising to lawmakers on Capitol Hill. During the two-day event, which began Sept. 28 and continues through Sept. 30, franchise industry leaders will meet with over 200

congressional offices about issues important to the future of franchising, including specifically labor and workforce issues. The Franchise Action Network is a powerful tool to help forward IFA's advocacy efforts and further increase awareness about how franchising can contribute to economic recovery and job growth and educate lawmakers on how franchise businesses contribute to their local communities.

During their visits to Washington, IFA members are highlighting the economic impact of franchising. Franchise businesses directly support nearly 8.9 million workers and contribute more than \$890 billion to the U.S. Gross Domestic Product, or 3 percent of total private sector GDP.

About Pinot's Palette

Pinot's Palette is a pioneer of the paint and sip experience – a revolutionary way to enjoy art and wine, meet new people and bond with friends. With 138 locations across North America, Pinot's Palette is the world's fastest growing paint and sip franchise. Guests enjoy a no-experience-required art class—all supplies included—directed by trained, local artists, who guide guests step-by-step through a featured painting. By bringing fun, modern and creative ideas to their events, Pinot's Palette curates a unique, rewarding experience while providing a worthwhile contribution to the community. For more information, visit www.PinotsPalette.com.

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Media Contact:

Sara Zangani

BizCom Associates

214-306-7420

sara@bizcompr.com