



Serve Your **Community**
Fulfill Your **Dream**

(310) 901-5611

POSTAL ANNEX⁺
Your Home Office[®]

A Network of Respected Brands

If you want a franchise with a future in a growth industry, this is the right opportunity for you.

PostalAnnex+ is part of the Annex Brands' franchise network, established in 1985 and headquartered in San Diego, California. Other brands in the system include Handle With Care Packaging Stores, Sunshine Pack & Ship and SPS Moving. Today, Annex Brands is recognized as one of the largest shipping and business services companies in the U.S. with over 400 franchises worldwide.

As a franchisee, you'll benefit from Annex Brands' experience, entrepreneurial company culture, extensive operation systems, award-winning marketing expertise, comprehensive training and the hands-on support you'll receive from everyone in the company.

As a franchisee, you will own a business that provides much-needed services to your community. You'll also become a valuable part of the fabric of your community and the neighborhoods surrounding your business. Our franchisees share stories with us regularly about their involvement, and we are sure you will be excited to do so as well.

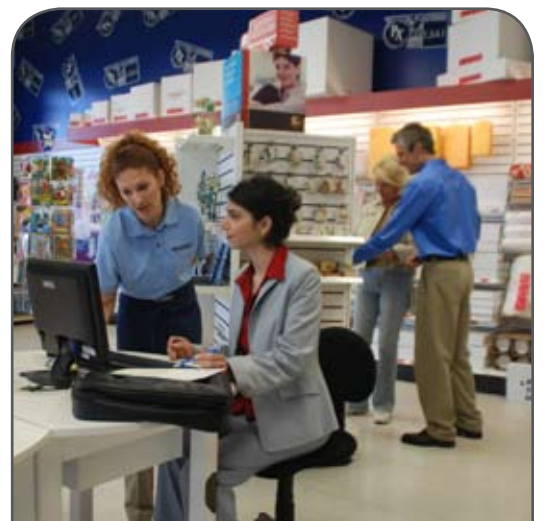
"We joined PostalAnnex+ over 20 years ago and they are just like family. I know all my customers... they're just like friends. I know the community. I know the organizations. It's just good fun."

Betty Bloom

Franchisee Since 1987
Rancho Bernardo, CA

A Business with a Strong Track Record

PostalAnnex+ and the Annex Brands' family have been consistently recognized as a top franchising opportunity. Year after year, Entrepreneur Magazine has listed our company as one of the best in our category. In 2008, we were recognized as the 58th fastest growing franchise and ranked 99th in the Franchise 500®.



Meeting a Growing Need

According to Census data compiled by the U.S. Small Business Administration for 2008, small businesses and SOHO's (Small Office, Home Offices) are still growing in this economy. As a result, the need for dependable, affordable and convenient business services are greater than ever, especially those provided with exceptional customer service by your PostalAnnex+.



Our Vision

To build a Franchise network providing **more** service to **more** people in **more** places.



"I enjoy owning my PostalAnnex+ because I meet so many needs for my customers under one roof. They tell me they like that they can ship a package, copy a paper, get something notarized, all in one place. And they like that I save them time!"

Urmila Patel
Franchisee Since 2000
Clayton, CA



What We Do

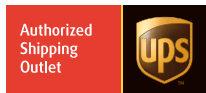
We are America's Home Office

PostalAnnex+ provides a complete range of shipping and business-related solutions for consumers and businesses large and small.



As a PostalAnnex+ owner, you'll provide your community with all these services:

- Package & document shipping through our shipping partners:



- Transportation services available through the Annex Brands' network, from moving vans to freight shipping via air, land and sea
- Private mailbox rental
- Notary services
- Copy service (color & high-speed black & white)
- A variety of popular office supplies
- Printing services
- Faxing services
- Binding & Laminating
- Website & e-commerce services
- Stationery
- Rubber address stamps
- Key duplication
- Gift items & greeting cards
- Additional business support services such as
 - Website design & hosting
 - Press Release writing & submission
 - Sale of promotional products such as pens, notepads, etc.
- Direct mailing services such as list generation, bulk mail, printing
- 4-color offset printing
- And more!

"What made me decide to sign up with the PostalAnnex+ franchise are the hours. You can really have a regular life with this franchise."

Edgar Harris

Franchisee Since 2003
Oceanside, CA

The Support & Experience You Need to Grow

We want you to take hold of your future and pursue your piece of the American Dream. So... we'll offer the support you need to make that happen! Our franchise formula has helped hundreds of people just like you own and operate their own businesses. And while reading about everything we will do for you, be sure to notice what our store owners have to say about us and the PostalAnnex+ opportunity. We couldn't say it better!

What We Do For You

"If I need assistance, I know I can rely on help from the home office. Everyone has been very supportive. I never feel I am alone."

Craig Seiler

Franchisee Since 2007
Colorado Springs, CO



Location

Location is critical to the growth development of any business. We'll help you find the location for your PostalAnnex+ store, providing invaluable assistance in these key areas:

- Market Area & Site Selection – Our staff is experienced in selecting PostalAnnex+ franchise locations and will assist you with site analysis to help you select a site close to offices, businesses and homes
- Lease Assistance – Draw on our extensive real estate experience to assist you in obtaining a specialized lease for your PostalAnnex+ franchise
- Protected Trade Area – You will receive a protected trade area, centered on your retail location
- Professional Design & Build Out – You concentrate on marketing your new store, we'll take care of the construction details



"I have been so comforted and touched by the help and support the home office has given me. They have helped me make this business successful."

Jane Reilly

Franchisee for 20 Years, 1988-2008, Retired
La Jolla, CA



Financing

Financing is available from various third-party lenders. We are recognized on the Franchise Registry with the Small Business Administration and work with several lenders that handle SBA loans and other types of financing options to help you on your way.



Support

We're continuously improving our operations and providing to you what you need to make informed business decisions. As a PostalAnnex+ owner, you will benefit from our ongoing research and development, available to you 24/7 on our secure company Intranet. The Intranet also gives you direct access to our network of more than 400 locations, where you can learn from other franchisees and benefit from their combined experience. And anytime you have a question or concern, just pick up the phone and call our toll-free 800 number, or email your Home Office representatives and support staff.

"I was in the high-tech industry and constantly on the run, a road warrior. I became a PostalAnnex+ franchisee for more family time."

Chuck Kim

Franchisee Since 2006
Santa Clara, CA

- **Training** - 10 days of training at our PostalAnnex+ Corporate Training Center to instruct you in operating procedures, products and services, computer systems, business management and marketing; plus nearly a week of hands-on training support in your store at opening
- **Operating Guide** - All our system operations are detailed in the PostalAnnex+ Operations Guide to help you avoid the pitfalls of trial and error; plus, your start-up package includes all the forms you'll need for smooth operations
- **POS/Point of Sale System** - We have developed the most complete Point of Sale system in the industry to help you manage your daily operations in the most time- and cost-efficient manner
- **Accounting Procedures** - You'll receive a simplified system for daily record-keeping with an easy-to-follow format
- **Grand Opening Operational Support** - The advertising materials and guidance you need to get off to an exciting start
- **In-Store Operations Support & Evaluations** - We provide the resources and ongoing support to help keep you running smoothly. We'll also give you the proper guidance to help improve your business and sales.
- **Franchise Family Networking Meetings** - You'll benefit from cross-branding opportunities with other Annex Brands' franchisees
- **Conventions** - Continuous skill-building and personal growth
- **Informative newsletters** - Include important operational and marketing updates

Award-Winning Marketing Resources



Marketing is critical to the growth of your store. We are proud to have the professional talent and expertise to help you promote your business. Your local operation is backed by award-winning television, radio and Internet campaigns that effectively build and maintain brand awareness. To date, PostalAnnex+ has earned three Emmy Awards, two Silver Microphone Awards and a Telly Award for our TV and radio spots. All of these, as well as ready-to-use flyers, posters, counter cards, direct mail pieces and more are available to use in your market.

You will have our in-house marketing communications department at your fingertips to help you with press releases, local marketing ideas and more. Plus, you'll have the opportunity to participate in regional co-op ad campaigns and access to professionally-produced, custom artwork for your individual needs. And, you can consult our marketing resource guide for even more promotional ideas.

Your Toolkit will include:

- Seasonal Marketing Campaigns
- Individual Store Website
- Internet Search Engine Marketing
- Local Store Marketing Resources & Advertising Print Materials
- Community & Fundraising Program Ideas
- Direct Mail Templates
- Television & Radio ads
- In-Store Promotional Materials (Posters, banners, etc.)
- Sales Presentation Material & Support



"We wanted to do TV and radio some day. We knew we couldn't afford to do that on our own. Being part of a franchise and working with the Home Office (Annex Brands), we had a pool to do that. We're very pleased. We've raised our family off our stores... maybe some day our grandchildren will be working with us or taking one of our stores."

Steve & Vicki Collo

Multi-Store Franchisees Since 1993
Del Mar, CA

Picture Yourself With Us!

Are you a person who enjoys working with the public and giving back to your community? Do you have a good mind for business and the drive to succeed?

If so, then you're exactly the owner we're looking for!

PostalAnnex+ franchisees come from many walks of life. But they all have a great work ethic and the strong desire to provide the best possible customer service. If that sounds like you, give us a call to discuss your future as a PostalAnnex+ franchise owner.

"We get our business from the community and we give back to the community. And that's the way I run my business. I get involved with my community, the silent auctions, and any activities at the churches. I make sure I get involved. I get my name out. It is the best advertising you can do for your business."



Robert Eftekhari
Franchisee Since 2002
Agoura Hills, CA

"I was tired of making other people money; I wanted to work for myself. The only thing I would have done different is I would have done it a whole lot sooner."



Chris and Doug Ware
Franchisees Since 2004
Colorado Springs, CO

"Ours is a family-owned business. I have two boys, and we wanted something we could work on together and eventually let them have. PostalAnnex+ was the perfect opportunity."



John Brown
Franchisee Since 2000
Jacksonville, NC

"That's been my happiness, what I've enjoyed. That I've been able to participate in our children's lives."



Pete Armendariz
Franchisee Since 1998
El Paso, TX

Taking the Next Steps Toward Your Dream!

Are you ready to join the PostalAnnex+ family? We hope so. And we can't wait to tell you more about this opportunity. Please complete the Franchise Qualification Form included with this brochure. Mail or fax it to us and we'll be in contact with you right away.

Annex Brands, Inc.
San Diego, CA 92108

Tel: (310) 901-5611

Email: morris@generalfranchise.com

www.americasgreatestfranchises.com



If you have additional questions, please call us.

And congratulations!

You're on your way to joining our growing family of community-driven franchisees.

"If somebody wants to get into this business, PostalAnnex+ is the best option. I have been with the company since 2002 and really enjoy working with everyone at the Home Office (Annex Brands). They are like family. I pick up the phone and call them and they are so friendly, from the receptionist to the people that take care of our issues."

Robert Eftekhari

Franchisee Since 2002
Agoura Hills, CA



Providing the **dream** of business ownership
through Franchising; and from this **dream**,
value is added to the lives of our
Franchisees,
Employees,
Stakeholders, and
their **communities**.

The Franchise Family of Annex Brands

