



**FOR IMMEDIATE RELEASE...**

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## **RSVP Places on *Entrepreneur* Magazine's 42<sup>nd</sup> Annual Franchise 500<sup>®</sup> List**

***Leading Luxury Direct Mail Franchise Ranked #1 in the Advertising Services Category***

**PLYMOUTH, Mich.** – RSVP announced today that it has been named to *Entrepreneur* magazine's Franchise 500<sup>®</sup> list, considered the world's first, best and most comprehensive franchise ranking. Ranked #279 in the Franchise 500 list, RSVP also achieved #1 in the advertising services category.

"It's such an honor to be recognized by *Entrepreneur* with this ranking," said Mike Cline, chief development officer. "We are excited for what's ahead this year as we form new relationships, expand our presence into new markets, and offer our existing franchisees continued support."

The key factors that go into the evaluation include costs and fees, size and growth, support, brand strength, and financial strength and stability. Each franchise is given a cumulative score based on an analysis of more than 150 data points, and the 500 franchises with the highest cumulative scores become the Franchise 500<sup>®</sup> in ranking order.

"2020 was a challenging year for everyone, but it was also a year of unusual opportunity," says Jason Feifer, *Entrepreneur* editor-in-chief. "Franchises were able to be nimble and innovative, serving the needs of franchisees and customers in ways that will resonate for many years to come. We believe that, when we eventually look back on this time, we'll see it as a moment when many brands defined themselves for the future."

As an essential business, RSVP has been there to support their clients throughout COVID-19, providing cost-efficient and highly-effective marketing solutions to drive leads that convert to sales growth. RSVP has offered reopening resources to all businesses and practical items to keep in mind for the safety and wellbeing of employees and visitors.

Entrepreneurially spirited individuals interested in owning a RSVP franchise should have the ability to invest \$96,506-269,366 USD\* starting investment, which includes working capital and a typical franchise fee of \$15,000 USD\*. \*More details about the investment ranges can be found in the FDD.

Over its 42 years in existence, the Franchise 500® has become both a dominant competitive measure for franchisors and a primary research tool for potential franchisees. RSVP's position on the ranking is a testament to its strength as a franchise opportunity.

To learn more about RSVP, visit: [rsvpadvertising.com](http://rsvpadvertising.com).

To view RSVP in the full ranking, visit [www.entrepreneur.com/franchise500](http://www.entrepreneur.com/franchise500). Results can also be seen in the January/February 2020 issue of *Entrepreneur*, available on newsstands January 26th.

For more information about franchise opportunities, please visit [www.alliancefranchisebrands.com](http://www.alliancefranchisebrands.com) or call (800) 726-9050.

#### **About Alliance Franchise Brands LLC (parent company of RSVP)**

Alliance Franchise Brands LLC and its subsidiary, KK Printing Canada ULC, are the franchisors of more than 600 locations in North America operating the company's brands: Allegra Marketing Print Mail, Image360, Signs Now, Signs By Tomorrow, KKP, Insty-Prints, American Speedy Printing Centers and RSVP.

Independently owned and operated franchises provide national, regional and local businesses and organizations with a one-stop resource for technologically advanced solutions for their printing, marketing and graphics communications. For more information, visit <https://alliancefranchisebrands.com/>. For franchise offerings, visit <https://allegrafranchise.com/>, <https://image360franchise.com/> or <https://rsvpadvertising.com/>.

This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law. MN filing number: MN F-8962

This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for informational purposes only. Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington and Wisconsin. If you are a resident of one of those states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction.

#### **About Entrepreneur Media Inc.**

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To learn more, visit [entrepreneur.com](http://entrepreneur.com).