

Child Identification Franchise

Guard-A-Kid named in “25 HOT FRANCHISES”

Miami, FL. November 2007 –Guard-A-Kid, known for its innovative child identification services – has been “discovered” by “Specialty Retail Report Magazine” and was included in the list of “25 Hot Franchises” in the Fall Issue of the magazine. Specialty Retail Report Magazine is one of the most respected magazines in the field of retail cart and kiosk industry.

Guard-A-Kid franchise owners offer a complete child ID and child safety package to parents. With the retail option, during a quick stop at a Guard-A-Kid Kiosk, parents can receive a printed and a digital I.D package for their child. Parents can also choose to purchase any of Guard-A-Kid’s unique products associated with child safety and child education. As a home-based franchise, franchisees offer this program in schools and daycares in their exclusive territory. While others offer a single printed ID card, Guard-A-Kid™ provides the parents with two wallet-size printed IDs, a large file-size ID, and most importantly a CDROM that contains all of the child's information in a digital format ready to be sent to law enforcement.

According to Guard-A-Kid Franchising Corp. founder and CEO Hossein Kasmai, flexibility of locations and a low initial investment has contributed to its appeal. With close to 100 franchises sold in 2.5 years, Guard-A-Kid is one of the fastest growing franchise systems in the industry. Earlier this year, Guard-A-Kid was ranked in the top 500 franchises and top 50 new franchises by Entrepreneur magazine. Guard-A-Kid’s franchises are currently operating in 6 countries worldwide.

For more information, visit the company website at <http://www.guardakid.com>

About Specialty Retail Report Magazine: Now celebrating its 10th year, Specialty Retail Report is the only retail trade publication reaching specialty retailers who operate carts, kiosks and temporary in-line stores across North America. Additional distribution includes major mall developers, specialty leasing managers, wholesalers, manufacturers, distributors and small independent gift-shop retailers.

About Guard-A-Kid: Guard-A-Kid franchises provide a complete line of unique child safety and educational products and a state of the art child ID package parents can use in an emergency. Home-based or retail kiosk options available. For more information visit <http://www.guardakid.com>.

Contact Info:

Kenneth Sanes
National Franchise Coordinator
Guard-A-Kid Franchising Corporation
Tel. 305-477-3301
Fax 305-489-0311
Toll Free 800-679-4256
info@guardakid.com
<http://www.guardakid.com>

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