

## **Child Identification Franchise Recognized**

### **Guard-A-Kid named to Top 100 New Franchises List**

Miami, FL. November 2007 – Guard-A-Kid, known for its innovative child identification services – has been “discovered” by franchise industry veterans and recognized as one of the “Top 100 New Franchises” by Franchise Market, a national trade magazine that partners with the SBA, SCORE and Small Business Development Centers throughout the country.

Guard-A-Kid franchise owners offer a complete child ID and child safety package to parents. As a home-based franchise, franchisees offer this program in schools and daycares in their exclusive territory. 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. 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. In its first year of franchising, Guard-A-Kid was included in the Franchise 500 listing of 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 Franchise Market Magazine:** With a circulation of more than 200,000 per issue, and readership of 700,000, has a unique, targeted distribution through SCORE offices, 1000 Small Business Development Centers and 68 SBA offices located throughout the country reaching out to aspiring entrepreneurs... providing expert counsel and business growth advice. Additionally, Franchise Market Magazine is distributed through major franchise trade shows including The West Coast Franchise Expo, Franchise Expo South, and the National Franchise & Business Opportunity trade shows.

**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>.

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#### **Related links:**

- <http://www.guardakid.com>