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GUARD-A-KID RANKED IN ENTREPRENEUR MAGAZINE'S FRANCHISE 500

Company Named the Top Child Identification Services Franchise

TAMPA, January, 2012 – Guard-A-Kid, the leading developer of quality child identification products, has been ranked by Entrepreneur Magazine in its thirty-third annual Franchise 500 list for the fifth year in a row. Guard-A-Kid was also named the top Child Identification Services franchise in this year's ranking. The Company ranked 206th overall, finishing ahead of established, national competitors Ident-A-Kid Franchise Corp. (239th), DigiKids (unranked) and McGruff Safe Kids Total Identification System (unranked). Guard-A-Kid was also ranked 31st in the best low cost franchises ranking, and 50th in the best home based franchise category.

“We are pleased to see that Guard-A-Kid has once again distinguished itself as the best-in-class child ID solution. We are excited about the success of our franchisees, and will continue to support them as we continue to revolutionize child safety. Guard-A-Kid has a robust business model that has allowed us to continue to grow. In fact, to our knowledge, we are the only child identification franchise that did not shrink in 2011,” said Robert Curtis, CEO of Guard-A-Kid.

About Guard-A-Kid

Guard-A-Kid is a leading child and family safety company worldwide. Through its network of franchises, Guard-A-Kid provides a complete line of unique safety and educational products for the entire family. Franchising for approximately six years, the company has already established over 160 franchises, in multiple countries. The company has also introduced a full line of child safety and educational products that are available for purchase through their network of franchises as well as the company's website. For more information or to become a franchisee please visit <http://www.GuardAKid.com> or contact Nathan Kinnaird at 305-477-3301 (nathan@guardakid.com).