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**Children's Orchard, Inc. Purchases Newcomers Welcome Service,
Announces Plans to Launch National Home-Based Franchise Opportunity**
Veteran Franchisor Fine-Tunes Locally-Operated Welcoming Service for 'Next Level'

Ann Arbor, Mich. – Children's Orchard, Inc., franchisor of Children's Orchard (www.childorch.com), a nationwide chain of nearly 100 upscale resale children's boutiques, announced today that it has purchased Newcomers Welcome Service (www.newcomersws.com) and plans to develop it into a national concept and begin franchising in early 2007.

Newcomers Welcome Service targets the more than 40 million people who move each year in the United States (according to the U.S. Census). For nearly 25 years, Ann Arbor, Michigan entrepreneur Gretchen Farah and her team of representatives have welcomed newcomers to their new neighborhoods by personally delivering a free "Welcome Packet" filled with indispensable community information and valuable gift certificates, coupons, and specialized offers from local retailers and professionals.

"Gretchen (Farah) has successfully operated this service in the community for more than three decades. During that time, she and her team have made tens of thousands of new residents and small business owners very happy," said Taylor Bond, Children's Orchard President & CEO, noting that Farah will stay involved with the company in a founder's role. "As a longtime Newcomers sponsor, we know that Newcomers Welcome Service has tremendous value, so we're taking it to the next level. With Children's Orchard, we've been training and supporting franchise business owners for more than 25 years, now we're ready to do the same with Newcomers Welcome Service."

Since purchasing Newcomers Welcome Service late last year, Bond's corporate team has been busy refining and documenting Newcomers business systems, creating marketing and support programs, and developing a suite of customized, web-based business software that allows franchisees to manage leads, schedule home visits, support representatives, and invoice sponsors. Internet-based business software will permit Newcomers franchisees to run their business anywhere, anytime. Each franchisee is offered an exclusive territory.

Newcomers Welcome Service franchisees and their representatives set up appointments to visit newcomers in their homes. Sponsors pay the Newcomers Welcome Service franchisee a fee for delivering their information into the home and for promoting their business.

"We call it Kitchen Table Marketing™ and it's one of the most effective marketing techniques ever developed," Bond said.

For the new residents served by Newcomers Welcome Service, the free Welcome Packet is a valuable resource that provides information to help them get comfortable in their new surroundings. It highlights locally-owned shops, markets, and restaurants in

their area, in addition to doctors, dentists, and other professionals. The packet also includes guides to the city's parks, libraries and museums, and information about local entertainment hot spots, sports facilities, and fun places for the kids.

“This concept is truly a feel-good business,” Bond said. “What’s more American than sitting around the kitchen table talking to people and helping them get comfortable in their new surroundings? Plus, the business owners (sponsors) love it because it helps the newcomers cut through all the marketing clutter when they move into town, and gives them the best marketing tool available – the power of word of mouth. We’ve made this opportunity so simple and effective that anybody can do this, and be successful if they put their mind to it.”

The company’s home-office support staff teaches franchisees how to find and schedule visits with newcomers; how to identify sponsors and sign them up; how to build their business using Newcomers’ professional marketing materials; and how to run and manage their Newcomers business. Bond says that, with the company’s training and support, a Newcomers Welcome Service franchisee can begin operating very quickly.

Internally, Bond has appointed Terry Reuer as Director of Operations to take over day-to-day operations of Newcomers Welcome Service. Ms. Reuer, who has been with the company for two years, was previously Director of Field Operations for Children’s Orchard and formerly worked with Service Brands in their Molly Maid division.

“This is a home-based business opportunity that doesn’t require a store front,” Reuer said. “It’s a business that you can grow as big as you want. At the same time, it’s very compatible with raising a family. You can develop a single territory and do your own visits each month, or you can develop multiple territories and have representatives working with you. The sky’s the limit.”

Newcomers Welcome Service charges an initial \$25,000 franchise fee. Franchisees can be up and running in as little as 30 to 60 days.

About Newcomers Welcome Service

Since 1960, Newcomers Welcome Service representatives have visited the homes of tens of thousands of families who recently moved into their neighborhoods, welcoming them to the community and delivering a free Welcome Packet filled with indispensable information and valuable gift certificates, coupons, and offers from local retailers and professionals. For information about communities serviced by Newcomers Welcome Service and nationwide franchise opportunities visit www.newcomersws.com.

About Children’s Orchard

Founded in 1980, Children’s Orchard is the nation’s first franchise of gently used and new name-brand kids stuff. With nearly 100 franchise locations in 24 states, each Children’s Orchard location buys and sells quality used and new children’s brand name clothing, toys and accessories in an upscale retail environment. Children’s Orchard stores are designed to emphasize quality, value, comfort and commitment to the local community. For more information, please visit the website at www.childorch.com or call (800) 999-KIDS.

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