



Worldwide Franchise Support Center  
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## NEW SPI PROGRAM

**Date:** July 11, 2008

**To:** All SPI Franchise Owners

**Contact:** Tom Johnston, CEO  
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**Subject:** The SPI Corporate Update and Monthly Mailing

**SPI Value:** Stay up-to-date on SPI programs, services and news.

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## SPI Update and Monthly Mailing

Last month, your SPI franchise support team blocked out some time to finish long-awaited projects and programs. At the same time, we're ready to enhance our communication with and service to our franchise owners by beginning to send a monthly mailing to each of our offices with updates, announcements and materials.

I am very please to introduce SPI's first monthly mailing, exclusively for our franchise owners. We are sending this to you because rather than relying on the use of electronic media to transmit information to you, we want to be sure that the most important information is in your hands, and not just in your inbox.

We chose July 11, 2008, as the date for the first mailing and have been targeting the mailing as a goal for completing a wide variety of projects. Some of the projects that we have recently completed include the following announcements:

- SPI's new Royalty Reduction Program that will reduce the royalty rate by as much as 17.5% as your office revenue grows.
- A contest for franchise leads, with a free Pinnacle trip to the winner.
- A restructured Franchise Advisory Board that is looking for 3 new members.
- With the help of Andrew Devore, SPI has created an Office Incubator Program to reward and incentivize office owners to open up and share space with new, less experienced franchisees.



- As many of our offices consider enhancing their market presence through development of a more sophisticated web presence, SPI will now contribute towards the development of an upgraded site. In addition, for offices looking to partner on a new website, SPI will combine the contribution and pay for up to 50 percent of the cost.
- There are updates on the upcoming events in San Antonio, the SPI Fall Conference in Cleveland, the Andiamo international trip and next year's Pinnacle trip.

These are just a couple of the highlights from SPI. In addition to the package you receive in the mail, we will also post these materials on SPI's intranet and the SPI Pulse.

If you have news or information that you would like included in the monthly packet, please e-mail them to Doug Levin at [dlevin@searchpath.com](mailto:dlevin@searchpath.com) or contact him at (216) 912-1500, ext. 269.

Thank you for your support and suggestions. Keep them coming!

– SPI –