

For more information on this unique
franchise opportunity, please contact

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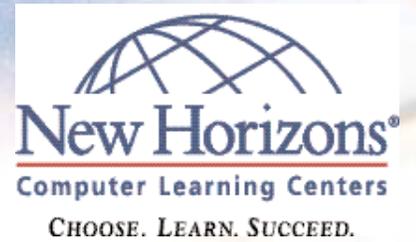
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Join the global training industry leader .





Owning a Franchised Business Makes Sense

If you want the independence that comes with owning a business, a franchised business is a good choice. In essence, franchising works because of critical mass and economies-of-scale. These allow you, as a business owner, to enjoy lower operating costs and the opportunity to focus on managing your business rather than spending your time creating or sourcing deliverables for your customers.



Owning a franchised business has the advantage of working from a proven business model, using procedures that have been refined over time, and benefiting from the experience of others. As part of a larger franchise, you can also enjoy the vendor relationships, customer base, technology and other resources that would be unavailable to an independent business owner. It is no surprise that statistics show a very high success rate among franchised business owners when compared to the success rate of independent businesses.



To further enhance your business opportunity, it makes sense to choose an industry that has high potential for growth and to go with the global leader in that industry. The training industry provides the growth while New Horizons provides the global leadership.



“The New Horizons franchise has two key elements for success: a dynamic, proven sales system and outstanding corporate support. These two items, in addition to the franchisee’s ability to run a profitable business, result in long-term market growth and above average personal earnings.”

Tom Dapp, Owner / New Horizons, Rogers, Arkansas, USA

New Horizons is the Global Training Leader

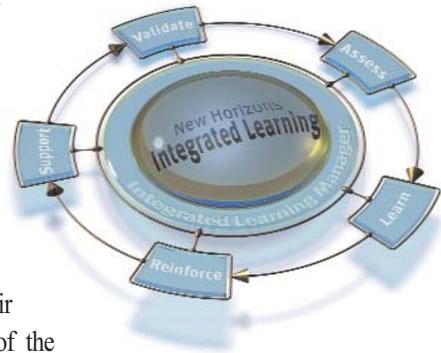
New Horizons was started in 1982, when the company's founder, Mike Brinda opened his first training center in Southern California. After ten years of testing and refining, the New Horizons business model was offered as a franchise. Today, New Horizons has hundreds of training centers across the world. We lead our industry in IT education, and we continually grow our training services into new fields, such as English Language Training and Business Skills.



We provide millions of student-days of training per year to thousands of clients. These range from large enterprises to small companies to individuals building their careers. No other company can provide the total training solutions that New Horizons offers. New Horizons is defined by its industry-leading Integrated Learning® approach to training. This, combined with our proven sales strategy, has established us as the leader in our industry. Through a personalized instruction approach, visionary leadership and disciplined operations, New Horizons has set the standard for high-quality instruction with a wide variety of training courses and programs to offer our customers.

New Horizons Integrated Learning.

New Horizons Integrated Learning® provides the most effective learning solutions available in the industry. It is a comprehensive approach to training that guides each learner through all stages of their learning process. Each component in the model represents a portion of the student's complete learning needs. The end result is a more fulfilling experience for the student, which translates into a greater return on investment for the individual or corporation. The technology that enables our Integrated Learning® solutions is the New Horizons Integrated Learning Manager. This is a hosted, web-based platform that supports the global delivery and management of online and classroom learning through a single point of access. This solution offers advanced tracking and reporting capabilities that allow both businesses and individuals to monitor learning progress and activity. The Integrated Learning Manager is one of several technology solutions which enable our franchisees to provide world-class service to their clients, while reducing the franchisee's technology investment. By providing industry-leading training solutions, New Horizons is able to address individual customer needs and achieve market dominance and long-term success.



"A franchise system like New Horizons offers a business owner many tested tools to enable your success, rather than developing the business yourself over a couple of years by trial and error. In the coming years, the training sector will be dominated by only two or three worldwide networks of training centers.

New Horizons is, and will continue to be, a global market leader."

— Joern Oelze, Owner / New Horizons, Hamburg, Germany



Why Own a New Horizons Franchise

A Proven Business Model

At the heart of the New Horizons franchise is the highly successful business model. Our sales system is unsurpassed in the industry, successfully tapping the revenue potential of all types of clients, from individuals to corporations. Our marketing efforts are backed by our Integrated Learning strategy, offering our clients the most comprehensive training solution in the industry.

We also provide the know-how to run a high-quality and efficient training operation. Behind our franchisees are the necessary business tools and systems to manage the business. From accounting templates to marketing materials, from employee job descriptions to quality control systems, New Horizons provides you with the tools you need to manage a successful training business.



Industry Leading Franchisee Support

When you acquire a New Horizons franchise, you join a team that will support you every step of the way. Your success is our goal. If our franchise business owners are the leaders in their respective markets, we will continue to be the leader in our industry. Once approved as a franchisee, you will start with an intensive training course, covering the key aspects of business management from daily operations to marketing strategies. After your training center is open, we will continue providing assistance. We have corporate offices in the U.S., The Netherlands, and Singapore, all staffed with experts - Regional Vice Presidents, Directors of Franchise Support, Regional Managers and other field specialists - to provide ongoing operational support.

We also offer extensive online resources, eLearning tools, discussion forums, and franchisee conferences for ongoing training of your sales and management team. The purpose of providing these resources is to help you run a more effective business.

“As a franchisee, I can concentrate on what makes me the most money: developing sales talent and closing business. New Horizons Corporate negotiates deals with vendors, constantly looking over the horizons for what is new or next for the training market. This relationship empowers me to be as successful as I want to be, by providing all the tools necessary for my success.”

— **Tim Broom, Owner / General Manager / New Horizons, Gainesville, Florida**



Technology Tools Help You Succeed

In addition to the team of experts and training resources, New Horizons provides you with the technology tools



to drive sales and reduce costs for your business. We offer our franchisees access to industry-leading technology that independent training companies cannot afford. The Web-based Integrated Learning Manager, eLearning tools and other customized software provide our franchisees with an unmatched competitive edge. We have invested millions of dollars into customized technology because we know that our franchisees will use these tools to attain market dominance.

Strength in Numbers

As part of the New Horizons global network, you will have the power of a recognized global brand to leverage with both clients and vendors. The negotiating strength and purchasing power of New Horizons helps our franchisees to drive profits to their bottom-lines. Since we are one of the largest IT training companies in the world, New Horizons is able to establish strong vendor relations and leverage significant economies-of-scale. This helps our franchisees to reduce costs on courseware, software and other business

investments. Being part of a global network also opens revenue opportunities through our enterprise delivery program, which continues to establish New Horizons as the preferred training service provider among Fortune 500 companies and government agencies. Many enterprise clients have training needs at a national or global level. Being part of the extended worldwide network of New Horizons centers provides you with direct access to capturing this business in your local market.

“New Horizons franchisees don’t need to re-invent the wheel to succeed. Even in some international markets where we operate in environments of constant economic crisis and political instability, New Horizons franchisees manage to be successful.”

— Liliana Tabini RS / President & Owner / New Horizons, Peru



Providing Solutions in the Global Economy

Matching Training to Customer Needs

Businesses and Consumers have different training needs. New Horizons understands this and has developed a product offering that meets and exceeds the demands of both the Business-to-Business and Business-to-Consumer market segments.

Business-to-Business Market Segment

To maximize their return-on-investment in human resources, companies must ensure that their personnel have the training required to stay current with the ever-changing commercial landscape. This training includes both IT and non-IT skills, for both IT and non-IT positions, and ranges from basic computer end-user skills and advanced IT skills to English Language skills to essential Business Skills.

Business-to-Consumer Market Segment

Correspondingly, a variety of job holders and job seekers must also have the necessary IT, English Language and Business Skills training to stay competitive in the job market and grow their careers. New Horizons has strategically positioned itself as a complete training solutions provider prepared to serve the consumer market.

Technology Training

IT training is an industry with an infinite demand that must keep pace with the ever-changing technology sector. With technology advancing at such a rapid pace, companies must continue to upgrade, standardize and integrate systems to keep up with the marketplace. As organizations depend more on technology to maintain a competitive edge, the demand for skilled personnel to operate and maintain these increasingly complex systems takes on a growing urgency. For those seeking professional certification, New Horizons has the largest network of vendor-authorized training centers in the world, offering technical certifications from Microsoft, CompTIA and other leading vendors.



"With New Horizons undisputed capabilities in providing high end training and ensuring the most effective transfer of skills through its Integrated Learning approach, it is only logical that New Horizons will be the driving force in meeting the new and changing requirements of today's workforce. I would definitely say that the future of IT belongs to specialists, and New Horizons is uniquely positioned to take the fullest advantage of this opportunity."

- Ajay Kumar Sharma / President & CEO / New Horizons India Limited



English Language Training

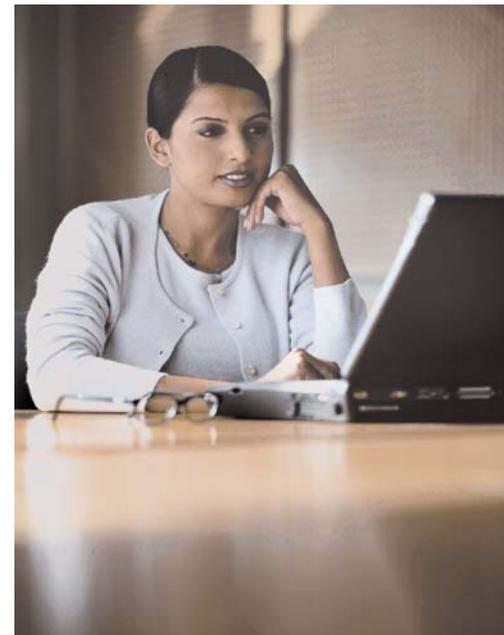
The English Language training industry is estimated to be a \$50 billion market. As companies, working adults, and first-time job seekers realise that base skills alone no longer ensure a competitive advantage in today's global market place, they have begun to invest in English Language training to stay competitive.

In 2002, New Horizons introduced the English Language Program with the goal of tapping into this vast market. Through its existing global network of training centers, and through new partners focused on the English Language Program opportunity, New Horizons is better prepared to reach those interested in improving their English Language skills than any other training company in the industry.

The New Horizons English Language Program incorporates the best of classroom learning with state-of-the-art web technology that delivers the most effective learning solution available while, at the same time, providing an enormous competitive advantage for the franchise network.

Business Skills Training

New Horizons Business Skills courses provide companies and individuals with a broad selection of soft skills training choices covering the core areas of professional career development ranging from management and leadership, sales and customer service, to finance and human resources. Business Skills training complements students' technology training as well as their English Language training, providing a total, integrated learning solution.



"Speaking English, the world's language, is becoming more and more critical in people's quest for a more successful career and better life. The New Horizons English Language program taps in to this vast and growing market with a winning formula that includes cutting edge technology and unbeatable sales methodology. As a New Horizons franchisee, we also enjoy continuous support and training from a team of experts that coach us through the different facets of the English Language Training business. Without New Horizons, I doubt that we would have gotten to where we are today."

Charles G. "Chuck" Kinch / CEO & Managing Director / New Horizons of Singapore and China