

For more information on this unique
Franchise opportunity, please contact

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This brochure is for informational purposes only. The US Federal Trade Commission and certain state laws require that a buyer of a franchise shall receive a Uniform Franchise Offering Circular from the franchisor.

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prof·it·a·ble (prof'it·ə·bəl) *adj.*

The simplest way to describe this business opportunity in English



Be understood. By anyone, anywhere.



A proven model is the foundation for building a successful business.

New Horizons allows 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 processes or sourcing deliverables for your customers, you can build a business that is rewarding and profitable.

op·por·tu·ni·ty (op'ər·tōō'nə·tē) n.

Your chance to tap one of the largest education markets

English language training is a substantial opportunity for training companies with the right formula for delivery in today's marketplace. To tap this 50 billion dollar business, the most successful franchise in the computer training industry, New Horizons, now brings a proven business model unlike any other to the English Language Training Market.

New Horizons licenses the exclusive rights to the English Language Program for a specific territory. The licensee will market and sell classroom and online blended training courses to the corporate and consumer channel in the territory.

At the heart of New Horizons Franchise is the highly successful business model for English Language Training. Our sales system is unsurpassed in the industry, successfully tapping the revenue potential of all types of clients, from individuals to corporations. 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 your business.

ped·a·go·gy (ped'ə·gō'jē) n.

The unrivaled advantage of a distinguished education lineage

New Horizons will bring immediate value to your business through our Integrated Learning® approach, which encompasses more than just "taking a class." It's a complete method of training, reinforcing, supporting, validating and learning through flexible delivery modes that include: *Exercise Classes, Online ANYTIME™ Labs, Conversation Skills Classes, and Mini Projects.* Using New Horizons pedagogical methodology, it is possible to train individuals or corporate learners to a skill level that is precisely defined and measurable.

➤ Eighteen (18) Courses are divided into Six (6) Levels as follows:

- Beginner 1, 2, 3
- Upper Beginner 1, 2, 3
- Intermediate 1, 2, 3
- Upper Intermediate 1, 2, 3
- Advanced 1, 2, 3
- Upper Advanced 1, 2, 3

➤ Exercise Class

Classroom lessons provide the preparation for learners before the Online ANYTIME™ Lab.

- Learners actively participate in role plays.
- Information-gap activities are used to enhance the learner's experience.
- A topic-based approach is used throughout the learning experience.

➤ Online ANYTIME™ Lab

Captivating multimedia technologies test the prior knowledge of the learners.

- Learners are presented with highly interactive, real-life situations from which to learn.
- All help is contextualized and available in several native languages.
- All features are supported with full audio.

➤ Conversation Skills Class

Real-life situations are used to sharpen the learners' effective communication skills.

- Small group size consisting of a variety of learners.
- Real-life discussions take place.
- Learners actively participate with an Instructor to guide discussions.



➤ Mini Projects

These are customized situational projects to enhance specific skill sets.

- Business Skills: Negotiations, Presentations, Report Writing
- Social Skills: Cultural, Protocol
- Communications Skills: Idioms, Accent Reduction
- Technology Skills: Office Applications such as PowerPoint & Word
- Test Preparation: TOEFL, TOEIC, Cambridge Exams, IELTS

dif·fer·en·ti·ate (dif'ə·ren'shē·āt) v.

A business model that sets you apart from your competitors



In today's marketplace, you have to stand out from the rest and be acknowledged as a leader. Here is how New Horizons brings this key competitive advantage to you:

➤ Established Business Model

The New Horizons Business Model was tested and refined in company-owned centers for ten years before being offered as a franchise opportunity. That is undoubtedly why we have been recognized as one of *Forbes Magazine's 200 Best Small Companies*, one of *BusinessWeek Magazine's 100 Hot Growth Companies*, and one of *Fortune Small Business Magazine's 100 Fastest Growing Companies*.

➤ Sales Model

What sets us apart from our competition is the New Horizons Sales Model. This model is based on our belief that training is not a luxury. Our sales model focuses on helping clients identify their present and future needs. Every step in the process has been designed to help Licensees close more sales and increase market share.

When it comes to operating a language training business, New Horizons sets itself apart from the competition with a focus on its sales model. Most language training companies dedicate a majority of their financial resources to marketing. New Horizons emphasizes a balance between marketing activities and implementation of its proven sales system to drive enrollment.

➤ Innovation

New Horizons Integrated Learning® is a unique blended approach to training that offers classroom instruction with eLearning and a wide range of products and services to assess, reinforce, support and validate the transfer of knowledge and skills to ensure success for the individual and organization.

The New Horizons Integrated Learning® model 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 and the corporation.



➤ A Proprietary Pedagogical Model

Unlike many English language training companies that deliver only classroom instruction using publicly available courseware, New Horizons offers its proprietary curriculum using the latest technology for computer-based training blended with classroom instruction. The blended approach takes advantage of the best aspects of both to deliver a powerful language learning solution.

➤ Lower Costs

Course manuals, web delivered training content, marketing materials, instructor materials, technology, etc., will all cost you significantly less as a New Horizons Owner. Our negotiating strength and purchasing power provide you with economies of scale. Technical infrastructure and systems are in place and ready to deploy. Creative design, artwork and templates for marketing are provided to Licensees throughout the license period.

➤ Exclusive License Rights

You will be able to differentiate your business from your competitors with a line of training products that are exclusively yours to sell in these markets.

➤ Synergy

From the challenges of starting up your Center to knowing how other owners are addressing specific business challenges, you are never alone when you are part of New Horizons Network.

➤ Industry Leader in Training

As the largest provider of classroom training in the world, New Horizons is highly respected for our 22 years of building superior learning solutions. With a network of over 2,000 instructors teaching 375,000 classes a year at 259 locations in 54 countries, we offer clients a solution for consistent, global delivery. We specialize in providing customer-focused training to meet the needs of over 2.4 million students each year.

sup·port (sə·pôrt') v.t.

What New Horizons provides to help you start up

As the recognized leader in the training industry, we understand the importance of training New Horizons Owners to run successful learning centers. We know that by helping them achieve dominance in their markets, we will continue to lead our industry.

- Extensive marketing and promotional materials
- Use of distinctive registered logos and trademarks
- Established systems and processes that have a proven track record of success
- Technical Support for computer-based training and management systems
- Content synergy between computer-based training and classroom learning courses

▶ New Horizons Network and Affiliation

- Corporate Extranet with File Libraries containing useful Center Management Tools
- Resource library of operations manuals and online training
- A Global Enterprise Delivery program that generates enterprise sales, including Fortune 500 companies and government entities
- Substantial cost advantages through vendor contracts and economies-of-scale
- Quarterly Reports that share best practices
- Ongoing pedagogical communication and feedback
- Our Integrated Learning™ delivery model, which offers our clients the most effective learning experience available in the industry.

▶ Training & Support

New Horizons provides the Licensee with an initial 5-day training that includes the following:

- Pedagogical Training and Support
- Sales Training
- Instructor Management System
- System Management Tools
- Technical Support Program

In addition, New Horizons conducts International Regional Workshops and Meetings, Online LIVE™ training sessions and the New Horizons Annual International Conference.

Here are some of the benefits Licensees enjoy:

▶ Joining a Company that is the best in its industry

- The synergy that comes from being part of a global network of training centers
- A proven sales system
- New Horizons University provides comprehensive training programs for your management and employees
- Ongoing operations support from Regional Managers
- The marketing power of a leading brand name in the training industry



▶ Marketing Support

A Marketing and Communication Plan is an integral part of your implementation strategy and an essential component of a successful Language training program. New Horizons provides licensees with a substantial library of marketing materials in the form of electronic artwork that can be localized:

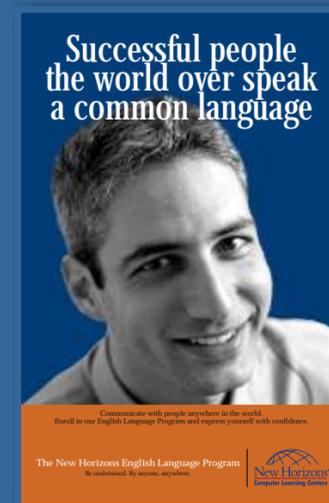
- Advertising Templates
- Sell Sheets
- Posters
- Email Templates
- Web Banner templates
- Certificates
- Postcards
- Banners
- Presentation Folders
- Closing Tool
- Needs Analysis

▶ Sales Model

The New Horizons Sales Development Program is designed to provide continuous learning, skill building, and expertise building as sales professionals. General Managers, Sales Managers and Account Executives have the opportunity to sharpen their skills in a number of key areas. New Horizons schedules Sales Training Events throughout the year to give employees the opportunity to enhance their skills.

The New Horizons Selling Framework includes a substantial set of Tools to support our guiding principles and selling fundamentals.

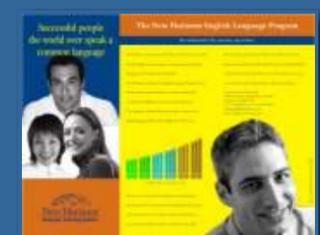
Promotion Material for New Horizons English Language program



Posters



Advertisements



Flyers



Postcards



Coursewares