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12715 Telge Road  
Cypress, Texas 77429  
<http://www.iced.net/news/>

Contact: Perk Perkins  
ICED  
Phone: 281-256-4100  
Fax: 281-373-4450  
[perk@iced.net](mailto:perk@iced.net)

## Franchisor Signs Agreement to Expand Children's Technology Franchise in UK

CYPRESS, Texas (April 30, 2008) – The International Center for Entrepreneurial Development (ICED) and Nigel Toplis, chairman of Recognition Express, a franchising corporation in the UK, entered into a formal master license agreement on April 25 to offer Computer Explorers franchises in that country. The franchise is known as ComputerXplorers in the UK.

“ComputerXplorers has a tremendous future in the UK,” said Toplis. “The UK is a large marketplace and there is a huge demand for children’s technology education.”

A beta test of the franchise has been underway in the UK since 2006, with nine franchisees joining ComputerXplorers. There are 87 schools currently running ComputerXplorers programs, many being held after school. In nursery schools, ComputerXplorers augments basic curriculum.

Franchisees come from all walks of life, some having left the “corporate world” to determine their own schedules and financial future. Franchising allows self-determination, yet provides a firm foundation of support for those with limited business experience. “We spend ‘face time’ with our franchise owners,” said Toplis. “It isn’t unusual for us to sit down on a one-on-one basis with them three or four times a year.”

Parents in the UK, as in the United States, are recognizing the advantages of specialized technology training for their children. “When parents see the program they realize their children will benefit by being prepared for tomorrow’s increasingly technological world.”

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