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FOR IMMEDIATE RELEASE

## **Kampgrounds of America Recognized as a 'Top Ten' Franchise Company**

*KOA franchisees rate KOA among the very best in North America*

Billings, MT (February 23, 2011) Kampgrounds of America, Inc. (KOA) jumped from number 21 to number 10 in franchisee satisfaction in the Large Systems category, according to Franchise Business Review's 2011 Franchisee Satisfaction Awards.

KOA has been steadily rising each year in the Franchise Business Review 'Top 50 Franchises' Large System rankings, which rank franchisors with 200 or more units. KOA, with 475 locations, ranked 24 in 2009 and 21 in 2010. In 2011, KOA is ranked at number 10 in the Large System category. In the newly-created Overall category, KOA ranks 20<sup>th</sup> among all franchises from all categories. In the Sports and Recreation category, KOA ranks second.



Kampgrounds of America President Pat Hittmeier says, "Ninety-eight percent of KOA franchisees renew their franchise agreements; that in itself indicates an incredibly high level of satisfaction."

"Many of the award-winning companies have maintained great satisfaction scores throughout the recession and only continue to improve. It's very telling when you see a franchisor with impressive franchisee satisfaction even when the economy is struggling," says Franchise Business Review President and CEO Eric Stites.

In 2011, according to Franchise Business Review, KOA is nearly 10 percentage points higher in franchisee satisfaction than the average of companies they survey.

"Franchisee satisfaction is related to trust and confidence," says Jim Rogers, CEO of Kampgrounds of America. "We've been developing our franchisee support system for nearly 50 years. KOA franchisees trust in the business they're in, affordable outdoor recreation, and in the partnership they have with their franchisor. Our franchisees, like our campers, know what to expect: proactive communication and leadership in the Outdoor Hospitality world."

The Franchise Business Review is just one of the feedback mechanisms that KOA uses to track how franchisees feel about the company and their individual businesses. KOA conducts an internal Franchisee Satisfaction Survey each year and holds an annual convention where franchisees are encouraged to voice their successes and concerns. Additionally, franchisee advisory groups meet with KOA leadership to help shape future strategies.

Franchise Business Review surveyed more than 10,000 franchisees representing more than 300 franchise brands to measure satisfaction levels related to their franchise ownership experience. Survey questions cover everything from training and support, system quality issues, franchisor relationship, financial opportunity to overall satisfaction.

Kampgrounds of America, founded on the banks of the Yellowstone River in 1962 and still based in Billings, Montana, is the world's largest system of open-to-the-public family campgrounds. KOA has 475 locations in the United States and Canada.

*There's camping. And there's KOA.™*