



## **KOA Ranks High In Top 50 Franchise List**

High Franchisee Satisfaction Ranks Kampgrounds of America 24th

**BILLINGS, MT** (March 18, 2009) – Kampgrounds of America, the first choice of families when it comes to camping, also ranks with the best of the best in franchise owner satisfaction. KOA ranked 24<sup>th</sup> among the top 400 franchise brands representing more than 75,000 franchise business owners from all industries in the 2009 Franchisee Satisfaction Awards. The awards are based on a detailed study conducted by Franchise Business Review.

This is the fourth consecutive year that Franchise Business Review has conducted the study, which researches more than 400 of today's leading franchise brands representing over 75,000 franchisees across North America. The award-winning companies identified as among the top 50 were Kampgrounds of America (KOA), Church's Chicken, FastSigns, Heaven's Best Carpet Cleaning, Home Instead Senior Care, Interstate All Battery Centers, Jenny Craig, Nathan's Famous Hotdogs, Proforma and Sotheby's Realty.

“With all of the doom and gloom news about the economy lately, it's great to see that the very best franchise systems are still performing well for their franchise owners,” said Eric Stites, president and CEO of Franchise Business Review. “It is still a good time to buy a franchise business, assuming that you choose the right one. This year's 115 award winners have a proven record of success and are clearly some of the top investment opportunities in the marketplace today.”

Franchise Business Review surveys thousands of franchisees each year 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 and overall satisfaction. Additionally, franchisees complete demographic and lifestyle questions to give a 360-degree view of their franchise ownership experience.

“We are truly honored to receive this award,” said KOA Chairman and CEO Jim Rogers. “This means so much because it comes straight from our franchisee partners. We're dedicated to helping our KOA franchisees deliver the very best camping experience in North America, which assures the continuing success of our franchise system. It's great to know that our franchisees rank us among the best franchise systems in North America.”

Kampgrounds of America Inc. is the largest system of family campgrounds in North America, with more than 450 locations in 46 states and eight Canadian provinces. The company headquarters is located in Billings, Montana, where it was founded 47 years ago. More information is available at [www.KOA.com](http://www.KOA.com).

Franchise Business Review is a national franchise market research firm that performs independent surveys of franchisee satisfaction and franchise buyer experiences. For a full list of this year's award winning franchise companies, go to [www.FBR50.com](http://www.FBR50.com).