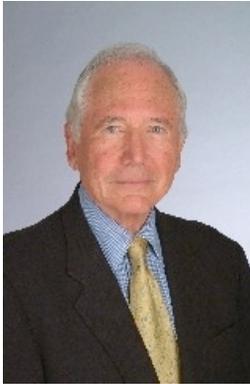


Edward Kushell



Summary

Edward Kushell has been actively involved in franchising for over forty years. He has been a franchisor, franchisee, Past President of the International Franchise Association, a Board member of several franchise companies and consultant to hundreds of companies either engaged in or contemplating franchising. He has been retained as an Expert Witness by over eighty clients involved in franchise and distribution litigation in a variety of franchise and distributor related cases and issues.

Professional Experience

1978 to Present- President, The Franchise Consulting Group, Los Angeles, CA

Consulting services provided include:

- Feasibility studies
- Development of Franchise Programs
- Problem solving for existing franchisors
- Litigation consulting
- Due Diligence
- Expansion strategies
- Evaluation of Franchisee relations
- Franchise financing

Clients include Mobil Oil, IBM, Subway, Burger King, Krispy Kreme Donuts, Marriott, Hard Rock Cafe, Prudential, California Pizza Kitchen, Pizza Hut, Tandy, Jiffy Lube, Taco Bell, Denny's, and Greyhound

- 1985 to 1988 Managing Partner of a Limited Partnership formed to develop a chain of franchised fast food stores. Developed eight stores in six western states and was responsible for staffing and overall management of operations in California and Arizona.
- 1963 to 1977 President, Dunhill Personnel Systems, Inc.
In building and expanding this network of 400 franchised personnel recruiting services, he was actively involved in all aspects of franchising including development of the franchise program, creation of all franchise agreements, training, operations, ongoing franchisee support, advertising, franchise sales and marketing, finance and accounting. He negotiated the sale of the company to the Canteen Corporation, a then Subsidiary of TransWorld Corporation, in 1977.

Expert Witness Experience

He has been retained by more than eighty companies engaged in franchising and similar business arrangements. They represent many different industries and include both franchisors and franchisees covering a wide variety of issues including encroachment, vicarious liability, good faith and fair dealing, terminations, non performance, definition of a franchise, sub-franchising, advertising programs, misrepresentation, restrictive covenants, multiple brand franchisors, etc. He has been qualified as an expert by various courts in different states.

Education

BS in Political Science, Queens College