



For immediate release

National Business Research Institute, Inc.:

FOCUS Brands Recognized for Commitment to Outstanding Employee Satisfaction

ADDISON, TX: 4 February 2008 — The [National Business Research Institute](#) (NBRI) is pleased to confer the distinction of Employee Satisfaction Excellence upon [FOCUS Brands](#), and welcomes them to the NBRI Circle of Excellence. Based in Atlanta, FOCUS Brands is the franchisor and operator of [Carvel®](#), [Cinnabon®](#), [Schlotzsky's®](#), [Moe's Southwest Grill®](#), and the franchisor of Seattle's Best Coffee® on military bases and in certain international markets.

"Employee Satisfaction drives Customer Satisfaction, which in turn drives Financial Performance" said Dr. Jan Stringer, Organizational Psychologist at NBRI. "This award is a result of FOCUS Brands' dedication to continually measuring and improving their employees' satisfaction."

To qualify for this honor, the organization must score at or above the 75th percentile when measured against NBRI's Benchmarking Database and/or must improve 5 normative percentiles in total company score over the last survey.

"FOCUS Brands began the Best Practice of Continuous Improvement with their first Employee Survey in 2003. Through continued employee survey research and targeted action, FOCUS Brands has realized great gains in employee satisfaction, which drives customer satisfaction, which in turn has sustained their impressive financial growth," said Dr. Stringer.

NBRI conducts Customer and Employee Psychological Research for large businesses, and 'reads the minds' of these human factors that so significantly impact NBRI's Client Organizations.

FOCUS Brands is the franchisor and operator of over 2,100 ice cream stores, bakeries, restaurants, and cafes in the United States, the District of Columbia, Puerto Rico, and 32 foreign countries under the brand names [Carvel®](#), [Cinnabon®](#), [Schlotzsky's®](#), [Moe's Southwest Grill®](#), and the franchisor of Seattle's Best Coffee® on military bases and in certain international markets.

National Business Research Institute, Inc.
15305 Dallas Parkway; 3rd Floor
Addison, TX 75001
800-756-6168
www.nbrii.com

FOCUS Brands
www.focusbrands.com