

January 31, 2021

Plymouth, Michigan

Allegra Marketing Print Mail Achieves Ranking On Entrepreneur Magazine's 42nd Annual Franchise 500® List

PLYMOUTH, Mich. – Allegra Marketing Print Mail announced today that it has been named to Entrepreneur magazine's Franchise 500® list, considered the world's first, best and most comprehensive franchise ranking.

"It's such an honor to be recognized by Entrepreneur with this ranking," said Mike Cline, chief development officer. "We feel very optimistic as this new year begins and we are excited to continue to grow in new markets, form new relationships and offer our existing franchisees continued support."

The key factors that go into the evaluation include costs and fees, size and growth, support, brand strength, and financial strength and stability. Each franchise is given a cumulative score based on an analysis of more than 150 data points, and the 500 franchises with the highest cumulative scores become the Franchise 500® in ranking order.

"2020 was a challenging year for everyone, but it was also a year of unusual opportunity," says Jason Feifer, Entrepreneur editor-in-chief. "Franchises were able to be nimble and innovative, serving the needs of franchisees and customers in ways that will resonate for many years to come. We believe that, when we eventually look back on this time, we'll see it as a moment when many brands defined themselves for the future."

Since the beginning of the pandemic, Allegra has been providing support for local businesses, whether that was by offering free 'open for business signs,' producing face shields and other personal protective equipment or giving expert advice for businesses to communicate changes with customers and employees.

Entrepreneurially spirited individuals interested in owning an Allegra franchise should have the ability to invest \$29,772-369,206 USD*, which includes working capital and a typical franchise fee of \$10,000-45,000 USD*. Investment and franchisee fee varies due to the point of entry.

*More details about the investment ranges can be found in the FDD.

Over its 42 years in existence, the Franchise 500® has become both a dominant competitive measure for franchisors and a primary research tool for potential franchisees. Allegra's position on the ranking is a testament to its strength as a franchise opportunity.

To view Allegra in the full ranking, visit www.entrepreneur.com/franchise500. Results can also be seen in the January/February 2020 issue of Entrepreneur, available on newsstands January 26th.