



Primrose Schools® Press Kit

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FACT SHEET

Overview	Founded in Marietta, Ga., in 1982, Primrose Schools revolutionized the concept of child care, making early education the key component of its service offering through a purposeful, balanced approach. Primrose is a national family of accredited early education and care schools serving children, parents and local communities. The high-quality schools serve children ages 6 weeks to 6 years old and offer after-school programs for children up to 12 years old.
Reach	Primrose Schools currently operates more than 300 schools in 25 states in more than 45 U.S. markets. Parents of more than 48,000 children across the country choose Primrose to educate and care for their children.
Mission	To forge a path that leads to a brighter future for all children.
Vision	To deliver the best and most trusted early education and care for children and families across America.
Exclusive Approach	The company's exclusive, time-tested <i>Balanced Learning</i> [®] approach is created from the best early education wisdom. It balances purposeful play with nurturing guidance from teachers to encourage curiosity, creativity, confidence and compassion. <i>Balanced Learning</i> includes a curriculum; classroom equipment, materials, book and toys; training; assessment; and school-home connection with parents – all intentionally aligned to engage children in developmentally-appropriate learning.
Standards of Excellence	New Primrose Franchise Owners receive extensive training and the ongoing support needed to open and operate a school effectively. The Primrose internal quality assurance program ensures that schools meet the operational and educational standards necessary to deliver the best and most trusted early education and care.
Academic Accreditation	In 1998, Primrose became the first educational preschool company to earn national accreditation from the Commission on International and Trans-Regional Accreditation (CITA), the Southern Association of Colleges and Schools Council on Accreditation and School Improvement (SACS CASI), and the North Central Association Council on Accreditation and School Improvement (NCA CASI), paving the way for others to follow. In 2012, Primrose developed and piloted the new AdvancED Standards for Quality Early Learning Schools and was awarded the first international AdvancED Corporation Systems Accreditation under the new Standards for Quality Early Learning Schools.
Proven Results	Primrose students consistently demonstrate a high attainment of school readiness concepts (Schwartz, 2009) as measured by the nationally recognized Bracken Assessments. In most cases, students scored at twice the level of their peers on these assessments designed especially for young children.
Franchising Opportunities	Primrose schools are independently owned and operated by caring, dedicated and professional Franchise Owners. More than 70 percent of Primrose Franchise Owners are former Primrose parents, grandparents or staff, or know someone who attended or taught at a Primrose school.



About Jo Kirchner CEO, Primrose Schools



As CEO of Primrose Schools, Jo Kirchner leads strategic direction and external brand leadership efforts for the company. She joined Primrose in 1990 as Vice President and became President and CEO in 1999. Now, she continues to shape the long-term vision of Primrose Schools while partnering with President Steve Clemente, who joined Primrose in 2016, on strategic growth initiatives. She has a lifelong mission to deliver a nurturing environment and a quality early learning foundation to help children become confident adults who love who they are and what they do.

Under Jo's leadership, Primrose has grown from four schools in metro Atlanta to more than 300 schools nationwide. Jo serves as a member of the Primrose Early Learning Council and oversees the Primrose Schools Board of Directors.

Jo founded the Primrose Children's Foundation, which provides financial aid to not-for-profit organizations supporting young children. Under her leadership, Primrose Schools has raised and donated more than \$2 million to charities focusing on the needs of children who are at the greatest risk. Most recently, she helped form a long-term partnership with Save the Children, the world's top independent charity for children in need.

In 2014, Jo was a recipient of the Women of Excellence Award for her community service in the education industry by the National Association for Female Executives. Jo was ranked number eight on Franchise Update magazine's annual list of the Top 24 women in franchising, and she also was recognized as one of the Atlanta Business Chronicle's Most Admired CEOs. In 2013, Jo was awarded a Gold Stevie® Award in the Female Executive of the Year category for Women in Business. She was honored by Womenetics with a 2013 POW! Award, which recognizes women who have made significant contributions to Atlanta's business and cultural landscape. She also was named the regional winner of the Ernst & Young Entrepreneur of the Year Award in the service category in June 2011, and is a graduate of the Leadership Atlanta Class of 2011. In 2010, AdvancED named Jo the first winner of the International Excellence in Education Award for accredited corporations.

In 2012, Primrose was selected to partner with AdvancED to develop and pilot the new Standards for Quality Early Learning Schools and was the first early childhood education school system to go through the process and earn AdvancED Corporation Systems Accreditation. Jo was selected to serve on the AdvancED Board of Trustees, making her the first individual to represent early childhood education on this 12-member, international board. She is also a member of the International Franchise Association (IFA) and the American Management Association of Sales and Marketing Executives.

Jo holds a bachelor's degree in marketing from Ohio Career College. She lives on a horse farm in Dallas, Ga., with her husband of more than 35 years, Rick. They have two grown children and two grandchildren.



About Steve Clemente President, Primrose Schools

Steve Clemente joined Primrose as President in May 2016. In his role, he leads internal operations for Primrose School Franchising Company and partners with CEO Jo Kirchner on strategic growth initiatives.

Steve's entire career has been focused on providing senior leadership and management in multi-unit businesses. Prior to joining the Primrose Schools executive team, Steve served as President of Field & Stream, a subsidiary of Dick's Sporting Goods. Before that, he spent five years at the Nebraska Book Company, rising from Sr. Vice President in charge of operations to President and CEO.

He began his career as an Executive in Training at Target Stores and enjoyed a 15-year trajectory there, culminating as a Group Vice President in charge of \$3.3 billion in operations. He was widely recognized for mentoring high-performance executives, and his team led the company in customer service and financial profitability.

Steve holds a bachelor's degree from the University of Central Florida. He earned a master's degree in business administration from Webster University.

Steve resides in the Atlanta suburbs with his wife, Lisa, and two daughters. He serves on the Board of Directors for the Nebraska Book Company and the Advisory Board for Instaply, Inc.





TIMELINE

- 1982** The first Primrose school is founded in Marietta, Ga., by Paul and Marcy Erwin.
- 1990** Primrose launches its franchising concept, officially establishing Primrose School Franchising Company.
- 1996** Primrose enhances its standards for assessing school operating procedures. The Standards of Excellence Accreditation is piloted in schools.

Primrose becomes the first educational child care company to receive accreditation from the Commission on International and Trans-Regional Accreditation (CITA), the Southern Association of Colleges and Schools Council on Accreditation and School Improvement (SACS CASI) and the North Central Association Council on Accreditation and School Improvement (NCA CASI).

- 1999** The Erwins retire and sell Primrose School Franchising Company to Security Capital Corp., a Greenwich, Conn., equity investment firm. Jo Kirchner is named president and CEO.
- 2001** Primrose enhances its exclusive approach aligning it with early childhood research and best practices and names it *Balanced Learning*®.
- 2003** The Primrose School at Bentwater, a corporate demonstration school, opens on the campus of the company's new Support Center headquarters in Acworth, Ga.

Primrose Schools is the first preschool organization to incorporate wireless laptops into the classroom for use by both the students and teachers.

- 2004** Primrose launches the Expressive Language Development program, using sign language in the classroom to encourage infant and young toddler language development.
- 2006** American Capital Strategies Ltd., a publicly-traded buyout and mezzanine fund with capital resources of approximately \$7 billion based in Bethesda, Md., acquires Primrose Holdings, Inc. from Security Capital Corp. in an investment of \$63 million.

Primrose Schools establishes a partnership with Reach Out and Read, a national not-for-profit organization that makes books and reading a part of pediatric care, with a \$100,000 donation.

The company enhances Primrose Schools® Mucho Mundo, its Spanish language program, with scripts for teachers, vocabulary cards, music, books and a new program champion, Arturo the Burro puppet.

Primrose integrates KIDWARE® software programs into Preschool and Pre-K classrooms to provide online extensions to learning activities and experiences.

- 2007** Primrose Schools celebrates its 25th anniversary and commemorates the milestone by awarding a \$25,000 college scholarship through a promotional sweepstakes.

Primrose Schools signs its 250th franchise agreement and achieves \$236 million in system revenues.



Primrose introduces the new Primrose Schools® Thumbs Up! physical activity and outdoor play program developed in consultation with Dr. Steve Sanders, director of the School of Physical Education and Exercise Science at the University of South Florida.

- 2008** Primrose Schools establishes an Early Learning Council, a team of leading experts in early childhood education and development. The council helps Primrose Schools further enhance the high-quality early childhood education it delivers nationwide, while also strengthening the relationship between Primrose and the communities it serves.

Primrose School Franchising Company is acquired by Roark Capital Group.

- 2009** Primrose system revenues reach \$286 million.

- 2010** Primrose School of Education, a 22,000-square-foot professional development and training facility, opens on the company's corporate campus.

Primrose Schools opens its first urban school in August 2010 in Midtown Atlanta.

- 2011** Primrose partners with The Music Class® to create a unique music program, Primrose Schools® Rhythm & Notes, that teaches children to appreciate music and nurtures brain development.

- 2012** Primrose Schools is selected to develop and pilot the new AdvancED Standards for Quality Early Learning Schools. Primrose Schools is then awarded the first international AdvancED Corporation Systems Accreditation under the new Standards for Quality Early Learning Schools.

Primrose Schools celebrates its 30th anniversary. Primrose system revenues exceed \$387 million in 2012, up 13 percent from 2011.

Over a seven-year period, the Primrose Children's Foundation donates more than \$1.1 million to Reach Out and Read.

- 2014** Primrose Schools opens its first school in California, expanding its footprint coast to coast. The first Primrose school opens in Massachusetts marking the company's growing presence in the Northeast.

Primrose Schools partners with Save the Children, the world's top independent charity for children in need, on a multi-year initiative that will focus on early literacy, child sponsorship and protection from harm for at-risk children in America.

FranchiseGrade.com lists Primrose Schools as the leader in Franchisee Satisfaction in the children's sector.

- 2015** Primrose Schools operates more than 300 schools in 44 U.S. markets and 25 states.

Forbes, Entrepreneur and Franchise Times recognize Primrose as a top franchise company.

- 2016** Steve Clemente joins Primrose Schools as president; Jo Kirchner remains as CEO.

Primrose Schools is ranked #135 in Entrepreneur's Franchise 500.



PRIMROSE LEADERSHIP TEAM



Steve Clemente
President



Jo Kirchner
CEO



Chris Goethe
Vice President, Franchising



Gloria Julius, Ed.D.
Vice President,
Education & Professional
Development



John Teat
Vice President, Franchise Finance



Bill Pierquet
Senior Vice President,
School Development



John Rosen
Vice President, Real Estate & Development



Paul Thaxton
Vice President,
Brand Management



Bob Benowitz
Executive Vice President,
Operations



J. Derek Fuller
Senior Vice President,
Business Services and CFO



PRIMROSE EARLY LEARNING COUNCIL

The Primrose Education Team consults with the company's Early Learning Council, a panel of nationally recognized experts, to ensure the Primrose *Balanced Learning*[®] curriculum is aligned with leading philosophies and meets the latest early learning standards.

The Early Learning Council also provides guidance on maintaining an important balance between purposeful play and nurturing guidance. Following are the current Early Learning Council members and their expertise/affiliations:

Dr. Kathy Trundle, Early Childhood Science	North Carolina State University
Dr. Carol Donovan, Early Literacy	University of Alabama
Dr. Anna Hall, Early Literacy	Clemson University
Dr. Sandra Linder, Early Mathematics	Clemson University
Dr. Stephen Sanders, Early Physical Development/Health	University of South Florida
Dr. Laura Jana, Early Health/Nutrition, Social-Emotional	University of Nebraska
Dr. Nicole Swoszowski, Early Literacy/Special Needs	University of Alabama
Dr. Robert Needlman, Pediatrician, Reach Out and Read	Case Western University
Dr. Douglas Bell, Early Childhood Education	Kennesaw State University
Dr. Mary Zurn, Early Childhood Education	University of Georgia