



Primrose Schools®

Press Kit

Media Contact:

Sarah Young

Director, PR & Community Relations

SYoung@PrimroseSchools.com

770-529-4100 ext. 267

Send Mail To:

Primrose Schools

3660 Cedarcrest Rd.

Acworth, GA 30101

Online Properties:

PrimroseSchools.com

Franchise.PrimroseSchools.com

Facebook.com/PrimroseSchools

Twitter.com/PrimroseSchools

Pinterest.com/PrimroseSchools

YouTube.com/PrimroseSchoolsUSA

LinkedIn.com/Company/PrimroseSchools

Fact Sheet

Who We Are

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.

What We Believe

We believe who children become is as important as what they know.

Our Reach

There are nearly 350 Primrose schools in 27 states and 50 U.S. markets. Parents of more than 52,000 children across the country choose Primrose to educate and care for their children.

Our Mission

To forge a path that leads to a brighter future for all children.

Our Vision

To deliver the best and most trusted early education and care for children and families across America.

Exclusive Approach

The Primrose exclusive, time-tested Balanced Learning® 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. Balanced Learning includes a curriculum; classroom equipment, materials, book and toys; service excellence training; assessment; and extensive parent communication - all intentionally aligned to engage children in developmentally-appropriate learning.

Standards of Excellence

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 50 percent of Primrose Schools Franchise Owners are former Primrose parents, grandparents or staff, or know someone who attended or taught at a Primrose school.





About Jo Kirchner, CEO of 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 on short-term success and 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 nearly 350 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 long-term relationships with Save the Children® and ZERO TO THREE®, two of the world's top independent charities for children in need.

In 2016, Jo was awarded a Silver Stevie® Award in the Female Executive of the Year category and was recognized by the Atlanta Business Chronicle as one of its Women Who Mean Business honorees. In 2014, the National Association for Female Executives recognized Jo for her community service in the education industry with a Women of Excellence Award. She also was ranked number eight on Franchise Update magazine's list of the Top 24 women in franchising. In 2013, Jo was awarded a Gold Stevie® Award for her outstanding achievements in business. She was named the regional winner of the Ernst & Young Entrepreneur of the Year Award in the service category in 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 also is a member of the International Franchise Association (IFA) and a founding member of the Early Care and Education Consortium (ECEC), a nonprofit alliance of America's leading national, regional and independent providers of licensed high-quality child care and early learning programs.

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.



President

About Steve Clemente, President of Primrose Schools

President Steve Clemente leads internal operations for Primrose School Franchising Company and partners with CEO Jo Kirchner on strategic growth initiatives. He joined the company in May 2016.

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.



Timeline

- 1982** The first Primrose school is founded in Marietta, Ga., by Paul and Marcy Erwin.
- 1990** Jo Kirchner joins the company as Vice President.
- Primrose launches its franchising concept, officially establishing Primrose School Franchising Company.
- 1996** Primrose Schools 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 Schools enhances its exclusive approach aligning it with early childhood research and best practices and names it *Balanced Learning*.
- 2003** Primrose School at Bentwater, a corporate demonstration school, opens on the campus of the company's new National Leadership Support Center headquarters in Acworth, Ga.
- Primrose is the first preschool organization to incorporate wireless laptops into the classroom for use by both the students and teachers.
- 2004** Primrose Schools 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.
- Primrose 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® program, its Spanish language program, with scripts for teachers, vocabulary cards, proprietary 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.



Timeline

- 2007**
- Primrose Schools celebrates its 25th anniversary and commemorates the milestone by awarding a \$25,000 college scholarship through a promotional sweepstakes.
- Primrose signs its 250th franchise agreement and achieves \$236 million in system revenues.
- Primrose introduces an exclusive Primrose Schools Thumbs Up![®] physical development and health program developed in consultation with Dr. Stephen 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 further enhance the high-quality early education and care 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 Schools system revenues reach \$286 million.
- 2010**
- Primrose Schools opens a 22,000-square-foot professional development and training facility on the company's corporate campus.
- Primrose opens its first urban school in August 2010 in Midtown Atlanta.
- 2011**
- Primrose Schools partners with The Music Class[®] to create a customized music program, Primrose Schools Rhythm & Notes[®], which 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 is then awarded the first international AdvancED Corporation Systems Accreditation under the new Standards for Quality Early Learning Schools.
- Primrose 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 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.



Timeline

- 2014** 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.
- Primrose launches its Primrose Promise® corporate social responsibility initiative to advocate for all children - especially those at the greatest risk.
- 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 enters into a relationship with ZERO TO THREE®.
- Through Primrose Promise initiatives, the Primrose system raises \$720,000 for local and national children's charities.
- Forbes ranks Primrose no. 3 on its Best Franchises in America list.
- 2017** Entrepreneur ranks Primrose Schools the no. 1 child care franchise on its Franchise 500 list.
- Primrose celebrates its 35th anniversary and opens its first employer-sponsored schools in Cincinnati, Ohio.



Executive Team



Jo Kirchner
CEO



Steve Clemente
President



**Annette
Cannata Heng**
Senior Vice
President,
School



Bill Pierquet
Senior Vice President,
School Development



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



Paul Thaxton
Vice President,
Brand Management



John Teat
Vice President,
Franchise Finance



Sarah Funk
Vice President,
Talent and
Performance



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



John Rosen
Vice President,
Real Estate &
Development



Early Learning Council

The Primrose Early Learning Council is a panel of nationally recognized experts that consults with the Primrose Education Team to ensure the Primrose-exclusive *Balanced Learning* approach is aligned with leading early learning philosophies and modern wisdom, and meets the highest quality standards in all states.

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

