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'à la carte' PR Retained by 'Franchise Resource Group, Ltd.'

Charlotte, NC—(April 19, 2004)—*'à la carte' PR* has been retained by Franchise Resource Group, Ltd. (FranNet) of the Carolinas for media and public relations services. Michael Hall is president and owner of Franchise Resource Group, Ltd. (FranNet) offices in Charlotte and Raleigh, North Carolina.

About *'à la carte' PR*:

'à la carte' PR offers a full range of media and public relations services specifically aimed at meeting the needs of small and mid-size businesses, including electronic marketing, website creation and development, and business writing. The *'à la carte' PR* mission is to provide businesses, individuals and organizations with services which increase positive public visibility and successful professional relationships with the media.

For more information: www.alacartepr.com

About FranNet:

FranNet is the world's largest network of franchise consultants. FranNet advises clients on how to search for and evaluate franchise opportunities. In addition, FranNet provides a broad array of services including consulting on taking a company into a franchise and assisting prospective franchisees in learning about the many choices that franchising offers.

For more information: www.frannet.com

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