



Jump!Zone Announces The Launch Of Franchising Opportunities

For Immediate Release

ATLANTA/EWORLDWIRE/Feb. 21, 2005 --- Jump!Zone (JZ Entertainment, LLC) today announced that it has established a franchise opportunity that targets the growth market of children's entertainment facilities.

Ronna Davis, founder of Jump!Zone and formerly a lending and finance specialist at Wells Fargo, points to a convergence of trends creating the opportunity for franchising the Jump!Zone concept. "Today's kids are busier than ever attending all kinds of structured activities. What parents as well as kids want is safe, active play that is unstructured in a comfortable environment," she said.

"Kids sometimes just need a break and playing on large inflatable play structures in an indoor park-like center just makes sense," Davis added.

Davis, a mother of two boys, pioneered the concept of offering customers access to a massive, indoor play arena for one low price for individuals and party groups. This eliminates all charge per play cost throughout the center.

Davis noted, "Parent's want to come in, pay a fair price and relax while their kids have fun without having some attractions cost extra, such as video games or other quarter based toys. Our customers are delighted to use everything in our facility just like it was their own. That is what keeps them coming back."

Jump!Zone also announced that Chris Davis, formerly a go-to-market strategist at Sun Microsystems Inc., would be joining the company to spearhead the franchising effort. Davis said that Jump!Zone will be especially careful in the selection of its first few franchisees.

"Our rollout will be highly controlled. We'll choose partners who share our vision for providing family centric activity centers for the local neighborhood. Then we'll focus on helping our partners emulate the success of the model center established in 2004," he said.

"Jump!Zone's franchise concept provides tremendous value to the prospective franchisee," stated Eric Hadley, franchise consultant for child centric businesses and owner of multiple Once Upon a Child franchises.

Hadley added, "They eliminate one of the costly factors of owning a franchise - the obligation of a 10 year monthly royalty fee that is a percentage of gross revenue. This monthly royalty fee is usually in the neighborhood of three percent to six percent of monthly gross sales and equates to thousands of dollars per month. Jump!Zone strives to provide long term value by using a low cost, fixed monthly royalty fee of only \$600. Jump!Zone is only a fraction of the cost of other franchises in this market segment when you consider this component."

Hadley, an accountant with seven years of franchise experience, was instrumental in the design of Jump!Zone's value proposition for franchisees.

The original Jump!Zone Indoor Party and Play Center surpassed expectations of the company's executives with its rapid growth and the acclaim it received from local parents. Davis said she attributes the rate of growth to strong customer referrals. A parent survey showed that parents enjoy the safe, clean and relaxed atmosphere along with the simple pricing for entertainment.

She added, "It is these factors that keep them coming back over and over again never tiring of the facility."

About Jump!Zone Indoor Party and Play Centers

Jump!Zone offers safe, active play with an unstructured format in a comfortable, park-like setting. The core attractions are large inflatable play structures like slides, obstacle courses, bounce houses, and forts. Developed by two seasoned business professionals, Jump!Zone is perfectly suited for children 2 to 12.

Jump!Zone's headquarters is in Duluth, GA. Jump!Zone can be reached at (678) 318-3544, info@jumpzoneparty.com and www.jumpzoneparty.com.

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