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### **Edwards Global Services, Inc. Receives U.S. Presidential “E” Award for Exports**

Edwards Global Services, Inc. (EGS) is being awarded the 2011 Presidential “E” Award for Exports by U.S. Department of Commerce Secretary Gary Locke at the Department’s headquarters in Washington, D.C. The “E” Awards are the highest recognition any U.S. entity may receive for making a significant contribution to the expansion of U.S. exports. EGS is the first franchise sector service company to receive this national award.

“Since our founding in 2001, EGS has been focused on taking U.S. franchise companies global”, said William Edwards, EGS’ CEO. “People around the world prefer US brands and business systems, which are exported through licensing and franchising. U.S. based food, education and service sector franchises are the leaders globally. More than 1,000 US franchise systems have over 50,000 franchised locations in 100 other countries. It is estimated that U.S. based franchises account for net fee and royalty payments back to the U.S. from foreign operations in excess of US\$750,000,000 annually.”

EGS, located in Irvine, California, maximizes it’s Clients’ Return On Investment, successfully taking them into carefully selected countries using experience living and working around the world, trademarked, proven processes and a global associate network.

“Exports are a key driver of America's economic recovery,” said Secretary of Commerce Gary Locke. “President Obama’s National Export Initiative (NEI), which aims to double U.S. exports by 2015 in support of several million American jobs, is a robust, forward-looking trade agenda with an emphasis on domestic job growth. Edwards Global Services, Inc. is being honored today for making significant contributions toward fulfilling that agenda.”

“I congratulate you on your significant export achievement. It is businesses like yours that will help us meet or exceed the President’s NEI goals. Your firm provides an example we hope more American companies will follow,” Locke added.



A business client of the Department's U.S. Commercial Service, Edwards Global Services, Inc. has benefited from export counseling, trade shows, trade missions, market research, due diligence reports and business matchmaking to greatly expand its U.S. franchisor client export sales. Edwards Global Services, Inc. demonstrated a substantial increase in the volume of exports over a four-year period, a major criteria for the award.

Edwards further stated that, "the U.S. Commercial Service branch of the U.S. Department of Commerce has been a great help to EGS in finding and evaluating licensees for our U.S. franchisor Clients."

U.S. companies are nominated for the "E" Awards through the U.S. Commercial Service office network in 108 U.S. cities and more than 75 countries which helps U.S. companies export. Criteria for the award is based on four years of successive export growth, usually accompanied by a rising percentage of export sales within total sales. An applicant's demonstration of an innovative international marketing plan that led to the increase in exports is a significant factor in making the award.

All nominations are reviewed by the "E" Award Committee, which is chaired by the Department of Commerce, and includes representatives from ExIm Bank, and the Departments of Labor, State, and Transportation.

President Kennedy revived the World War II "E" symbol of excellence to honor and provide recognition to America's exporters. Thus, the "E" Award Program was established by Executive Order 10978 on December 5, 1961.

EGS will receive the "E" Award at the May 16, 2011 World Trade Week ceremonies in Washington DC.

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The picture below was taken at the President's Export Award ceremony at the Department of Commerce in Washington, DC on May 16, 2011. On the left of Mr. Gary Locke, Secretary of Commerce. Next to the Secretary is William Edwards, CEO of Edwards Global Services, Inc. Third from the left is Robert Shaw, Chief Development Officer of Edwards Global Services, Inc. To Robert's left is Mr. Francisco Sanchez, Under Secretary of Commerce for International Trade.

