



**Chyten Educational Services and Minuteman Press Partner to
Market Educational-Services Business Franchises**
*Educational Services Leader and Leading Global Franchising Organization
Offer Franchise Opportunities in New England, then Nationally*

LEXINGTON, MASS., JANUARY 23, 2007 – [Chyten Educational Services \(www.chyten.com\)](http://www.chyten.com), a highly regarded leader in strategic test preparation and tutoring services in Massachusetts, and Minuteman Press, the world's largest franchisor in the print industry, have joined forces to build a [national franchise opportunity program for private education services \(www.chyten.com/franchising/\)](http://www.chyten.com/franchising/).

Extending its franchising expertise to other markets, Minuteman Press, through its franchising division, Ultra Franchising, Inc., will provide sales development for franchise opportunities and area support functions to Chyten franchisees through a nation-wide network of 20 regional franchise-support offices. Chyten will provide the educational services for which it's most recognized: exemplary teacher training, continuous curriculum development, and a complete set of on/off site support services for every franchise owner.

"Over the next 20 years, one of the most significant industries for continued growth of a business franchise concept will be in the educational sector," said Bob Titus, President of Minuteman Press. "For more than two years we have been seeking an educational services company as a franchise partner. We were looking for a company that offered the same kind of excellence in educational services that Minuteman does on the print and franchising side. We found such a partner-company in the Chyten organization. And, with over 20 years in tutoring combined with the experience of having developed five outstanding educational centers in Massachusetts, Neil Chyten embodies everything we believe it takes to build a national franchise. We are very confident that the Chyten concept can be developed into a strong national force in the private education industry."

"Initially," Titus continued, "we intend targeting eastern and central Massachusetts to take advantage of the Chyten name and reputation in educational services. We will then expand the franchise throughout the Northeast, and subsequently, take it national. With the tutoring industry growing at such an exceptional rate, we envision Chyten growing into a nationally recognized franchise in a relatively short period of time."

According to Goldman Sachs, the K-12 tutoring/educational services marketplace is positioned for explosive growth. Currently, a \$4 billion to \$5 billion industry, the tutoring market, which has grown 15 percent over the last five years, is expected to expand 15 percent a year over the next five to ten years.

“We are very excited about our partnership with Minuteman’s franchise organization,” said Neil Chyten, President of Chyten Educational Services. “With the help of Ultra Franchise’s market savvy, the program will not only enable us to expand our proven, successful, teaching strategies and curriculum nationwide, but, as importantly, it will also be a positive, motivating influence on students in communities all across the country.”

Having personally taught over 3,000 students on a wide variety of subjects, Neil Chyten developed the insightful strategies on learning how to learn and SAT prep that are at the core of Chyten Educational Services. The company, which was begun in 1984, today includes five very successful centers and is among the best known, most respected, and largest tutoring businesses in Massachusetts. Most recently, Chyten announced an unprecedented public-private partnership with the Westwood Public Schools, making its high caliber SAT prep programs available to all Westwood High School juniors at discounted prices.

For more information on Chyten educational franchising opportunities, contact Chyten via email at www.chyten.com/franchising/ or by calling 800-428-TEST.

ABOUT CHYTEN

Chyten Educational Services has helped over 10,000 families to achieve academic success. By hiring only experienced tutors and developing test-taking strategies that enable its students to earn top-notch documented test scores, Chyten continues its remarkable educational tradition. Services offered include: standardized test preparation, subject tutoring, application essay writing, educational psychological testing, and school partnership programs. Currently working with over 2,000 students per year, Chyten has offices in five greater Boston locations including Lexington, Concord, Newton, Wellesley, and Westwood. To learn more about Chyten, please visit the Web site at www.chyten.com or call 800-428-TEST

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