



P R E S S R E L E A S E

Immed. Release

Contact: Nick Gimpel 631.297.6396
ngimpel@mpihq.com

Chyten Educational Services Opens Fifth Franchise Location

Chyten Educational Services, the Lexington, MA franchisor of premium test preparation & tutoring services is opening its fifth franchise location, November 10th in New Canaan, CT. Chyten began its franchise program earlier this year and the growth is exceeding Neil Chyten's expectations.

Chyten has partnered with Ultra Franchising, Inc., the franchise marketing division of Minuteman Press International. Minuteman Press brings over 30 years of franchise experience along with talented experienced franchise personnel to the Chyten partnership. "Between the two companies, we bring almost 60 years of cumulative franchise and education experience", stated Bob Titus, President of Minuteman Press. Titus goes on to say "The education industry is everything we expected and more. It's an industry growing at a tremendous rate with opportunities for franchisees to own a business that offers a quality of life very few businesses can offer. We're at the beginning stages of a franchise relationship that we will grow into the largest and most respected educational franchise in America."

"Chyten has brought a whole new way of doing business to the tutoring and test preparation industry, states Nick Gimpel, Ultra's Director of Franchising for the Chyten system. Chyten has raised the bar, raised the standards of how business is done in this industry. One key for Chyten is its emphasis on educational excellence. At every Chyten center you will get individualized, one on one, tutoring by tutors who all have at least a Masters Degree and teaching experience. No one else in the country does business the way Chyten does business. Our franchise program will reflect our emphasis on high quality franchise owners providing the highest level of educational experiences in high profile locations", states Gimpel.

Neil Chyten, the founder of Chyten Educational Services, agrees with how the franchise is presented and operated. Chyten stated, "I couldn't be happier with how the franchising is progressing. We have doubled the size of our company in a matter of months thanks to our franchising efforts. Having five successful corporate centers operating since 1999 has been the springboard to this growth. We're all on the same page. We want quality people in quality locations providing the highest quality educational services in the country. We will not waiver in our standards. We want every child who walks through Chyten's doors to have a great educational experience, and we want them to leave having acquired lifelong learning skills;

beyond just better scores and grades. We are going to make a dramatic impact in the educational industry and I couldn't be happier having Chyten and Ultra Franchising partnering together to make my dream a reality." Neil Chyten anticipates growing Chyten into a 1,000+ franchise system in the years to come.

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