



FOR IMMEDIATE RELEASE

Edo Japan Recognized for Franchise Excellence at CFA National Convention

(Calgary, Alberta) April 22, 2014 - Edo Japan is the Bronze winner of the 2014 Canadian Franchise Association (CFA) Awards of Excellence in Franchising in the Category of Traditional – Mature/Established. The award was presented to Edo Japan on April 7, 2014 during a Gala Awards Presentation at the 23rd annual CFA National Convention in Niagara Falls, Ontario.

In addition Edo Japan was also honoured as a recipient of the Franchisees' Choice designation. This is the fourth year for the annual Franchisees' Choice designation program and the fourth consecutive year that Edo Japan has been a winning recipient.

Considered the pinnacle of franchise achievement in Canada, CFA Awards of Excellence in Franchising are given annually to franchise systems that have demonstrated the strongest, most mutually-rewarding relationships with their franchisees, based on the results of a comprehensive survey of franchisors and their franchisees administered by third-party firm Association Resource Centre.

"Edo Japan has a long-standing commitment to ensuring the success of our franchisees," says Tom Donaldson, President & CEO, Edo Japan. "Each and every one of our franchisee plays a vital role in the success of our company and we are dedicated to providing the best possible training and leadership for our Edo Japan family."

This year, more than 50 CFA member franchise systems participated in the survey and more franchisees completed the survey than ever before. Participating franchise systems were assessed on their performance in key areas, including franchisee relations, leadership, business planning, marketing, training and support, ongoing operations and communications.

"The CFA Awards of Excellence in Franchising truly set a benchmark for franchises throughout Canada and we are pleased to recognize Edo Japan for their commitment to excellence in franchising," says Lorraine McLachlan, CFA President and CEO. "A solid relationship between franchisor and franchisee is vital to the system's success and Edo Japan's results show that they offer outstanding support to their franchisees."

Open exclusively to CFA franchise system members who have been franchising for three years or more, the CFA Awards of Excellence in Franchising competition includes four categories to enable franchise systems to be rated against their peers. Entries are separated into Traditional Franchises (i.e. those with bricks and mortar locations) and Non-Traditional Franchises (i.e. mobile, home-based, etc.), then grouped based on the length of time they have been operating (three to 10 years and 11+ years).

Systems with the highest scores in each category are recognized with Bronze, Silver and Gold CFA Awards of Excellence. The prestigious CFA Award of Excellence in Franchise Grand Prize is awarded to one of the four Gold category winners.

To learn more about Edo Japan, visit www.edojapan.com.

For more information about the **CFA Awards of Excellence in Franchising** and a list of winners, visit www.awardsprogram.ca.

**About Edo Japan**

Established in 1979 in Calgary, Alberta, Edo Japan was designed to bring the freshness of hot Japanese Teppanyaki-style cooking to suburban shopping centres and food courts across Canada. Offering the highest quality, freshly prepared food in the quick service restaurant industry, Edo Japan has quickly become a popular alternative with more than 100 locations across Canada, and serving more than eight million meals annually. For more information please visit www.edojapan.com.

About the Canadian Franchise Association

The Canadian Franchise Association (CFA) is the recognized authority on franchising in Canada. With almost 600 corporate members nation-wide, representing many of Canada's best-known brands, CFA is the indispensable resource for the franchise community and advocates on behalf of franchisors and franchisees in Canada to enhance and protect the franchise business model. CFA promotes excellence in franchising and educates Canadians about franchising, specific franchise opportunities and proper due diligence through its many events, programs, publications, and websites (www.cfa.ca and www.LookforaFranchise.ca).

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