

PORT ST. LUCIE, FL, September 22, 2013 **/24-7PressRelease/** -- The International Franchise Association (IFA) and the Professional Athlete Franchise Initiative (PAFI) continue their official relationship with the National Basketball Retired Players Association (NBRPA) at the annual Legends World Sports Conference in South Florida at Club Med's Sandpiper Resort in Port St. Lucie, September 20-22, 2013. The goal of the relationship is to collaborate in the development and execution of a wide variety of programs to educate former NBA, ABA and Harlem Globetrotters players about the franchise industry.

Widely recognized as the premiere gathering of its kind for former professional basketball players, The Legends World Sports Conference is the NBRPA's annual retreat to collaborate, learn, network and unite in community service. For the second year in a row, PAFI will be in attendance on Saturday, September 21, 2013, hosting two workshop sessions providing education and information to athletes about the rules of engagement and mutual responsibilities that are inherent in the franchise business model.

As the bridge that connects to professional athlete community to the franchise industry, PAFI's workshops will specifically focus on finding the right franchise without breaking the bank and what to look for when selecting a brand. These educational sessions will provide information and details on the financial options and benefits associated with franchising, what to look for when selecting a brand, and current franchise opportunities. Both panels will be led by Jania Bailey, FranNet CFE - President & COO.

When the clock winds down on the average professional athlete's five-year career, often, their prosperous earning potential comes to an abrupt halt. Unlike business professionals who have the benefit of lifelong education and career path guidance, these athletes often lack the guidance necessary to continue their success once they have left the court. Joining the franchise industry allows these individuals to once again become part of a team that will enable them to maintain control of their future.

"Through PAFI, we provide education and direction to former pro athletes as they transition from playing sports to the next phases of their careers," said Michael Stone, Founder of PAFI. "We look forward to interacting with the over 150 former professional basketball players at this year's Legends World Sports Conference as these athletes are accustomed to team play and structure, the basis of franchising."

PAFI, along with its Charter Franchisor and Supplier Members all play active roles in the development of educational programming and communication materials, geared towards developing a well prepared athlete and franchisee candidate, by building the path for long-term

success. Working in conjunction with the International Franchise Association (IFA), PAFI has already attracted significant interest from the franchise industry, supporting former pro athletes such as Quentin Richardson, Jared Jeffries and Junior Bridgeman, and has a goal of growing to over 40 franchisors by the end of 2013.

The three day event is designed to help retired basketball players and families successfully navigate life after the game. Special thanks to PAFI sponsors, FranNet, CKE Restaurants, Boston's, Del Taco, Message Heights, East Coast Wings and Zaxby's.

About the Professional Athlete Franchise Initiative (PAFI) PAFI is a bridge that connects the professional athlete community to the franchise community through education, research and interaction. PAFI fulfills its mission by partnering with stakeholders in the professional sports and franchise communities to build education based programming for professional athletes interested in learning about the franchise model and franchisors and suppliers interested in discovering ways to open doors to this niche audience. To learn more about PAFI visit <http://www.thepafi.org>.

About the International Franchise Association (IFA) The International Franchise Association is the world's oldest and largest organization representing franchising worldwide. Celebrating over 50 years of excellence, education and advocacy, IFA works through its government relations, media relations and educational programs to protect, enhance and promote franchising. Through its media awareness campaign highlighting the theme, Franchising: Building Local Businesses, One Opportunity at a Time, IFA promotes the economic impact of the franchise industry, which supports nearly 18 million jobs and \$2.1 trillion of economic output for the U.S. economy. IFA members include franchise companies in over 300 different business format categories, individual franchisees and companies that support the industry in marketing, law and business development. For more information on IFA, please visit <http://www.franchise.org>.

About the National Basketball Retired Players Association The National Basketball Retired Players Association (NBRPA) is comprised of former professional basketball players from the NBA, ABA, Harlem Globetrotters and WNBA. It is a 501(c) 3 non-profit organization with a two-pronged mission to assist former NBA, ABA, Harlem Globetrotters and WNBA players in their transition from the playing court into life after the game, while also positively impacting communities and youth through basketball. The NBRPA was founded in 1992 by basketball legends Dave DeBusschere, Dave Bing, Archie Clark, Dave Cowens and Oscar Robertson. The NBRPA works in direct partnerships with the NBA and the National Basketball Players Association. Arnie D. Fielkow is the President & CEO, and the NBRPA Board of Directors includes Chairman of the Board Otis Birdsong, Vice Chairman Thurl Bailey, Treasurer Marvin

Written by Australian Business

Roberts, Secretary Steve Hayes, Past Chairman Robert A. (Bob) Elliott, Past Chairman Dr. George W. Tinsley Sr., Rick Barry, Harvey Catchings, Spencer Haywood, LaRue Martin and Johnny Newman.