



Young Rembrandts

YOUNG REMBRANDTS OPENS FRANCHISE IN SEOUL, SOUTH KOREA

After-School Drawing Program Embarks on International Expansion

CHICAGO, IL (March XX, 2007) -- **Young Rembrandts**, a home-based/manager model franchise offering high quality art programs to children announces the opening of its first international franchise in Seoul, South Korea by Master Licensee **Hyeonkseok Oh (Andy)**. Founded in 1988 by Bette Fetter, **Young Rembrandts** has become a recognized leader in art education whose premise is based on the correlation between involvement in the arts and achievement in the classroom.

Andy's sister, Eunjung is a fashion designer and mother of an elementary child. With a strong desire to bring more art education to the children of Korea, she convinced her brother to investigate the possibility. With specific interest in working with an American company, Andy and Eunjung reviewed all current education franchises and chose Young Rembrandts' stating, "The other franchises looked like they were in business. Young Rembrandts looked like the educators. We wanted educators."

After signing the Master License agreement in December 2006, Eunjung, their curriculum director and a translator (the Master's business manager) traveled to Young Rembrandts headquarters in Elgin, IL in January 2007 to train on the specifics of the Young Rembrandts teaching method. The South Korea model was slightly adjusted since no outside parties are allowed in Korean schools and all enrichment programs are held off site. All additions to the model will adhere to the Young Rembrandts teaching philosophy, method and curriculum style.

"Andy and Eunjung's endorsements are a powerful testament to Young Rembrandts, our values and ability to execute our mission and we look forward to continued success of our programs abroad," said Bette Fetter, Young Rembrandts' Founder and CEO.

Eunjung is the owner and operator of the South Korea franchise which has currently been advertising and hosting free classes with great response. By summer, they are expecting at least 200 regular students per week. Young Rembrandts will continue with its aggressive growth strategy both internationally and nationally in the next three years.

For more information about the **Young Rembrandts** program, its founders, and franchise visit www.youngrembrandts.com.

###

ABOUT YOUNG REMBRANDTS

Young Rembrandts is a home-based/manager model franchise offering high quality programs that teach a valuable drawing curriculum to children. Young Rembrandts partners with pre-schools, day care centers, elementary schools and community recreation centers to supply or augment their art education programs. Drawing classes are held on a weekly basis at host sites and are offered to children ages 3 ½ to 5, and 6 to 12 years old. Currently, Young Rembrandts teaches about 30,000 students a week through its 57 franchise locations in 26 states.

Contact:

Joie Marshall

Director of Marketing, Young Rembrandts

Ph: 847-742-6966 x222

joie@youngrembrandts.com

Kiran Advani

Zapwater Communications

Ph: 312-943-0333

kiran@zapwater.com