

FOR IMMEDIATE RELEASE

September 09

UNIQUE BUSINESS OPPORTUNITY TO YOUNG GUNS

- Bakers Delight giving 50 entrepreneurs an opportunity to operate their own business in 12 months -

The financial crisis has made owning your own business the new Australian dream for young people who now – more than ever – want to be in control of their own destiny.

But a lack of start-up capital, the unavailability of finance and limited experience are putting this dream well out of reach for most young Australians, who have the aspiration but not the means to turn it into a reality.

Australia's most successful retail bakery franchise, Bakers Delight, is giving 50 young hopefuls the opportunity to take control of their destiny and operate their own bakery within 12 months, through an innovative new recruitment program called Manage to Own.

During September 2009 Bakers Delight will kick off its recruitment campaign to recruit a select group of highly motivated individuals to complete the program. The company is looking for people who have the competency and desire to own their own bakery, but lack the startup capital required. No former bakery experience is required.

Co-Founder and CEO of Bakers Delight, Lesley Gillespie, said, "We are very pleased to be able to offer 50 people such an exciting foot-up in their careers and the chance to get ahead in business that they probably never thought or dreamed was possible.

"Energy and enthusiasm counts for a lot and young people play a fundamental role in our business' success. The Manage to Own program will help ensure we continue to have the very best franchisees in the Bakers Delight network."

The successful Manage to Own applicants will each receive five months of paid on-the-job training, followed by six months experience managing a retail bakery.

Bakes Delight will then help them take the next step to purchasing a bakery through a combination of financial assistance – possibly including working capital, vendor finance and bonus schemes – as well as ongoing advice, training and operational support.

The selection criteria is broad, however those with a background in retail, hospitality or management may be especially suited to the program. "More than anything we're looking for people with the right attitude, drive and self belief to carve out a successful and profitable career with Bakers Delight," Lesley explained.

Bakers Delight boasts a franchise success rate of over 90 per cent. So successful is its franchise model that 40 per cent of its bakeries are owned by franchisees with more than one site.

The company posted global revenues of \$581M in FY09 and is expected to increase this to \$608M this financial year, as it performs strongly through the downturn. The Manage to Own program will play an important role in Bakers Delight's growth strategy and financial success through the injection of fresh new talent into the business.

For more information or to apply for the Manage to Own program visit www.bakersdelight.com.au.

- ends -

For further information or images:

Rebecca Stalker or Carla Carafa

Keep Left Public Relations

Tel: 03 9510 3910

Mob: 0433 099547 (Rebecca) / 0413 106 506 (Carla)

Email: rebecca@keepleftpr.com.au / carla@keepleftpr.com.au

About Bakers Delight:

Bakers Delight, Australia's most successful bakery franchise business, was established in 1980 as a single bakery on Glenferrie Road in the Melbourne suburb of Hawthorn. An Australian owned company, Bakers Delight boasts over 650 bakeries across Australia/New Zealand and over 700 worldwide, employing more than 15,000 people, serving 2.5 million regular customers per week throughout Australia, New Zealand, and Canada.

Bakers Delight has been a major corporate partner of the Breast Cancer Network Australia for nine years, raising almost 3.7 million within this time. Through its bakery network, the company donates approximately \$143 million in bread to charities each year.