

Snap Franchising Ltd

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For immediate release

SNAP FRANCHISING'S IRISH ARM CELEBRATES 25 YEAR MILESTONE

Snap Franchising CEO, Grant Vernon, today congratulated the group's Irish arm which celebrates its 25th anniversary this month.

Snap Ireland, which is part of the Australian company's overseas operations, has 24 centres across Ireland.

"Not only is Snap Australia's largest business print services provider, but also Ireland's," Grant said.

Grant said the Irish group's success was due to the vision and hard work of Snap Ireland founder, Michael Kearney.

"Mr Kearney worked with Snap in Australia in the early 1980s and took the concept to Ireland when he returned," Grant said.

"In 1984 he took on a huge risk, investing in Snap Ireland's first centre at a time when Irish interest rates were 17% and unemployment 18%."

"He was 28 years of age, had never run a business of his own and, by his own admission, had no-one to turn to when problems arose."

“His never-say-die attitude and devotion to total customer service means Snap clients in Ireland are very loyal to this day – when the country is again facing enormous economic troubles.”

Snap Franchising started as Imperial Print in Perth in 1903 and today has operations in Australia, Ireland, New Zealand and China.

Snap is Australia’s largest business print and copy service, with more than 150 centres nationally.

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About Snap

Snap Franchising Ltd is regarded as Australia’s first successful franchise with over 100 years experience in the printing industry. The Group is 100% Australian owned by the Watt family and was originally established as the Imperial Printing Company in 1903.

Dynamic management focus and strong branding has seen Snap Printing evolve from a corner shop printer to a national corporate partner boasting national clients and centres in Australia, New Zealand, China and Ireland.