



Franchise Services of North America Inc.

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For Immediate Release

Franchise Services of North America Inc. Announces Listing Agreement for the U-Save Brand on Priceline and New Franchise Locations

CALGARY, ALBERTA, September 29, 2009

TSX-V Trading Symbol: FSN

FRANCHISE SERVICES OF NORTH AMERICA INC. ("FSNA" or the "Company") announced today that it has entered into a Listing Agreement for its U-Save brand to begin displaying rates and receiving reservations from Priceline. The Company also announced the sale of the Rexdale North franchise in the Greater Toronto Area under the Rent-A-Wreck Brand. This new franchise represents the eighth franchise sold this year under the Practicar/Rent-A-Wreck System.

Bob Barton, the Company's President and Chief Operating Officer, stated, "We are pleased to announce that the Company's franchisees have already begun to receive reservations from Priceline. The sale of the Rexdale North location, being the 8th franchise sold this year under the Rent-A-Wreck/Practicar brand is another example of the strong growth for the Company's brand in the marketplace."

About FSNA

FSNA is a publicly traded company listed on the TSX Venture Exchange. The Company and its subsidiaries own the following brands: U-Save Car & Truck Rental, U-Save Car Sales, Rent-A-Wreck of Canada, Auto Rental Resource Center ("ARRC"), Xpress Rent A Car and Peakstone Financial Services.

U-Save, together with its subsidiary ARRC, has over 1,100 locations throughout the United States and is one of North America's largest franchise car rental companies. Having primarily serviced the local market for the past 25 years, the Company is expanding into the airport market with plans for the opening of airport locations in the top 30 leisure markets in the United States and the major airports in Canada. U-Save currently services 31 airport markets in 16 different states. U-Save Car Sales is an expansion of the U-Save brand into the car sales market, and provides goods and services to car sales operators looking to affiliate with a national brand.

Practicar Systems Inc. (a wholly owned subsidiary of FSNA) owns the rights to the Rent-A-Wreck[®] trademark for all of Canada. The Rent-A-Wreck[®] system operates a network of 57 franchises from coast-to-coast in Canada, providing a range of vehicle rental, leasing and sales options to its customers. The Rent-A-Wreck[®] system has been in continuous operation in Canada since 1976.

For further information on FSNA or any of its operating subsidiaries, please contact:

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Forward-Looking Information

Certain statements made in this news release are forward looking in nature. The words “may,” “could,” “should,” “would,” “expect,” “intend,” “estimate,” “anticipate,” “believe,” or “outlook” and similar expressions often identify forward-looking information. By their nature, forward-looking statements require FSNA to make assumptions and are subject to inherent risks and uncertainties. There is significant risk that predictions, forecasts, conclusions and projections will not prove to be accurate, that FSNA’s assumptions may not be correct and that actual results may differ materially from such predictions, forecasts, conclusions or projections. FSNA’s forward-looking statements are qualified in their entirety by these cautionary statements. In addition, the forward-looking statements are made only as of the date of this news release, and except as required by applicable law, FSNA undertakes no obligation to publicly update these forward-looking statements to reflect new information, subsequent events or otherwise.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

—End of Announcement—