



PRESS RELEASE

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Industry Veteran Ritchie Labate joins National Franchise Sales

Ritchie Labate participates in the resale of all franchise restaurant brands handled by National Franchise Sales in addition to assisting new buyers enter the franchise system. Mr. Labate's professional business advisement background has evolved through a uniquely unconventional but advantageous path.

A self-proclaimed "education junkie", he has three college degrees: Business Administration with a minor in Data Processing, Respiratory Therapy, and Health/Psychology. His earlier years were evidenced by a rapid rise to management in the fast-food industry and also employment in the full service restaurant sector. Interspersed within this career path is a passion for global travel, having visited and experienced dozens of countries.

Eventually, his longstanding entrepreneurial urge had peaked and Ritchie started his first business, a consultancy joint venture utilizing proprietary methodology for corporate cost reduction, serving both independent businesses and franchise systems.

Prior to joining NFS Ritchie established a complimentary advisement firm with a franchise portfolio exceeding 400, worked as an associate at a middle market M&A firm, and became a Jamba Juice franchisee.

He has served as a Mentor for the University of California, Davis, Center for Entrepreneurship, is a contributing member of the International Franchise Professionals Group, is an "Expert Advice" Business Column Contributor for the Sacramento Business Journal, is a Certified Business Broker (CBB) and Certified Franchise Consultant (CFC). He has been honored as both Franchise Consultant of the Month and Franchise Consultant of the Year, by a large, national franchise system.



Ritchie Labate, Advisor
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