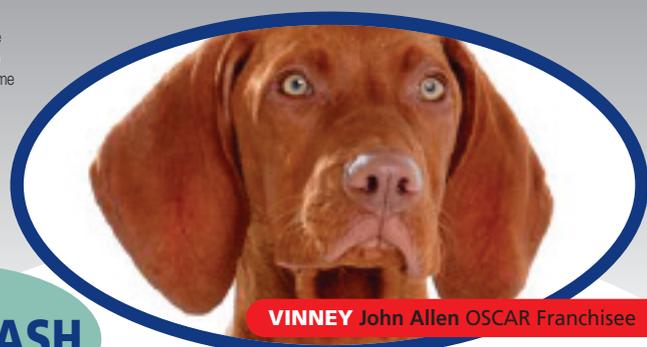


"Becoming an OSCAR franchisee has not only given me flexibility to be my own boss, it has enabled me to bring on board my new puppy Vizsla called **Vinney**."

What more can you ask for - working with man's best friend everyday and thanks to OSCAR we will be able to give our puppy the best start in life!"

John Allen



VINNEY John Allen OSCAR Franchisee

NEWSFLASH

FRANCHISEE FOCUS

SALLY CALLAGHAN
Biggleswade, Bedfordshire
November 2009

In spite of my varied working career I feel sure that after thirty years I've at long last found my vocation - from security analyst, network telephone analyst, business manager and the delights of purser on a Miami cruise ship to my dream of working for myself and with animals.



After taking voluntary redundancy I was drawn to the Business for Sale website where I found OSCAR and a support team that gave me the confidence to make a decision! I took my time to learn and after several telephone conversations, a discovery meeting and a day with a franchisee I very soon realised that I was safe in their hands.

My message to anyone considering an OSCAR franchise would be to go for it - it gives you freedom with continued support and training to run your own business and never feel that you are working from home alone.

DAVID & DAWN JARVIS
Hastings, East Sussex
August 1996

After 23 years in Banking, the last thing I thought I would be working with was pets. Redundancy was on offer and we saw this as an opportunity to try something different. Dawn also wanted her own challenge as being a housewife and mother to our three children meant that a joint business venture would change her lifestyle.



With no real knowledge of the trade, pets, pet food or nutrition we were attracted by the potential of the concept. The benefits of purchasing power from a large organisation gave the smaller business more strength and combined with desire and determination we have never looked back. This would have not been possible without the back-up support provided by OSCAR and by following a proven system.

We had the determination to succeed and by working hard we have been rewarded with a lifestyle that truly does take some beating.

REGIONAL SHOW

The summer months are an excellent time to promote OSCAR in both local and regional shows.

OSCAR South East Region attended the **Hickstead Longines Royal International Horse Show** attended by almost 15,000 visitors. Hickstead is one of the UK's premier sporting events that took place from the 28th July to the 1st August 2010.

Cliff & Tracy Marsh from Lewes, East Sussex organised the regional show. "We had a fantastic week creating a high profile for OSCAR; supported by all regions we generated many leads and taste trials locally and for franchisees across the country. Overall, a very successful show for everyone concerned."

Having an exclusive territory enables franchisees to work together and promote their business. With one in two households owning a pet, the opportunity to meet pet owners at various shows and local events is a fantastic way of introducing the public to the OSCAR complete pet care service.

Helpline
0800 195 8000

Franchise opportunity
0800 068 1106

OSCAR much more than a franchise™

PET PHOTO COMPETITION

How would you like to see your pet's picture in print?

We are looking for cute, cuddly, funny or unusual pet pictures for our recruitment advertisements - perhaps it could be yours?

Send us your DOG or CAT pictures - and WIN 6 months FREE pet food!

*Conditions apply - one pet per household. Pictures need to be high quality for print reproduction, or high resolution (300dpi) by email (unfortunately we are unable to return photographs) quoting Pet Photo Competition.

Please send to:
OSCAR, FREEPOST NWW7057A, PRESTON, PR5 4BR
Or email to: discover@oscars.co.uk



CLA Game Fair - 23rd to 25th July 2010 Ragley Hall, Alcester, Warwickshire.

When a dog's got to go, a dog's got to go and with around 144,000 visitors bringing perhaps as many as 5,000 dogs to the event we helped to keep the CLA Game Fair a poop free zone by encouraging dog owners to clean up.

OSCAR, sponsors of the CLA Game Fair and our network of Nutritional Advisers were on hand to give expert advice throughout the event providing FREE poop-scoop bags and fresh cool water to thousands of thirsty dogs.

The CLA Game Fair is the world's original, largest and most prestigious countryside exhibition, with every imaginable country sport and rural activity represented. This annual event in the sporting calendar appeals equally to keen huntsmen, countryside lovers and visitors of all ages.

OSCAR Managing Director, Richard Martin said, "We were able to generate the right sort of attention by introducing pet owners to the OSCAR complete pet care service. Overall we had a fantastic show with glorious weather, once again giving us the opportunity to prove that OSCAR is much more than pet food."



DISCOVERY DAYS

If you are currently looking at business opportunities and would like to find out more about OSCAR as a Company, the Pet Food Industry and Franchising, we are holding Discovery Meetings on the following dates:

- Preston - 15th September 2010 - 11.00am**
- Slough - 21st October 2010 - 4.30pm**
- Birmingham - 1st November 2010 - 4.30pm**



Training at Preston

If you have already attended a Discovery meeting and decided OSCAR is the right business for you, please refer to our list of In-House Training Courses. Please contact OSCAR if you would like to be pencilled in while continuing your research.

27th September - 1st October 2010
15th November - 19th November 2010

COMING SOON

Resale opportunities available - see next edition for details.