

Franchise Direct Introduces Rich Media to UK & Ireland Web Site

Franchise Direct Introduces Rich Media to UK & Ireland Web Site Visitors Can Now View Videos of Franchise Businesses

March 11, 2008 (Dublin, Ireland) -- Franchise Direct, one of the world's leading portals for franchise and business opportunities, is proud to announce the launch of a new interactive section on its UK & Ireland web site: <http://www.franchisedirect.co.uk>.

Web site visitors can hear straight talk about a franchise directly from those with hands-on experience.

Franchise Direct is the first franchise directory portal to offer streaming videos, which were initially introduced on the company's US site (www.franchisedirect.com).

The franchise videos are short and engaging, and give the viewer an up-close and personal perspective on different franchise businesses. Some of the videos feature Franchisees discussing their experiences operating the business, and how the franchise has helped them achieve their financial and lifestyle goals.

There are videos that showcase individual franchise operational systems, such as AMI information kiosks and Cafe2U coffee service, so that prospective Franchisees can get a real sense of what owning the franchise entails.

The Franchise Direct interactive section also features insightful interviews with Franchisor company executives, such as Steve Bartlett, CEO of Coffee Republic, and Colin Murphy from Premamam, a children's clothing retailer. Joel Bissitt, Managing Director of Sonic Golf, demonstrates how the company's golf club cleaning equipment works.

Like its American counterpart, the UK & Ireland Franchise Direct portal delivers an array of helpful resources to franchise seekers. The web site acts as a central directory of information for anyone interested in owning a own business backed by a strong franchise brand. There are guides to available franchises categorized by industry and investment levels to make searching easier; and tips on how to find and buy the right franchise business. RSS links connect site visitors to the latest breaking news in the franchise industry.

Started as a single web site for the promotion of franchises in the US market in 1998, Franchise Direct now operates a suite of six multilingual sites targeting North America and Europe, generating business leads for 800+ clients. Through this extensive web site network, Franchise Direct has developed unique expertise in delivering highly effective, targeted exposure for Franchisors to prospective Franchisees around the world.

The continuing development of the Franchise Direct network is part of the company's strategy to remain at the cutting edge in the quality of services offered to its valued clients. The network is owned and managed by McGarry Internet Limited, headquartered in Dublin, Ireland.

<http://www.franchisedirect.co.uk>

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