

## FOR IMMEDIATE RELEASE

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From left to right: Jeff Robinson, NOVUS Franchising Director of Operations; Jeff Andrews, MS; Keith Beveridge Senior Vice President - NOVUS, Inc.

## NOVUS® CELEBRATES 500th TRAINING CLASS MILESTONE

**Minneapolis, MN** - NOVUS Glass, the inventor and innovator of windshield repair, held its 500th NOVUS Windshield Repair training class the week of November 10th - 15th, 2008. New NOVUS Glass franchisee Jeff Andrews, attended this comprehensive industry training course. A former insurance agent, Jeff understands the glass business and is excited to now be a part of the NOVUS Franchise network.

During NOVUS' 36 year history, an estimated 3,000+ people have attended the windshield repair training classes held at the NOVUS headquarters in Minnesota, while many thousands more have been trained in the field by area representatives, developers, and franchisees located throughout the world. NOVUS got its original start in 1972, when windshield repair inventor and NOVUS co-founder Dr. Frank Werner joined with Gerry Keinath to establish Keinath Inc., the precursor to NOVUS. From 1972 until 1978 NOVUS primarily sold its' windshield repair kits to end users such as auto dealers and fleet managers for use on their own vehicles. However, that all changed in 1978.

In 1978 NOVUS switched to a "business opportunity" business model, and for the first time ever offered people the chance to get into their own windshield repair service business. The first NOVUS Windshield Repair training classes were held that same year. The original windshield repair tool supply program was called MethodMan1, while the business opportunity program was called NOVUS MethodMan2.

The initial NOVUS Windshield Repair training classes were held over a period of 3 days and consisted of classroom presentations on the techniques and technology of windshield repair, as well as on the marketing and sales techniques needed to get a new NOVUS Windshield Repair business off the ground.

A lot has changed over the past 30 years! The current NOVUS Franchise training course is approximately one month long and includes 5 ½ days of technical windshield repair and business operations training at our company headquarters in the Twin Cities area of Minnesota, two weeks of hands-on auto glass replacement training in one of our three NOVUS Regional Training Centers, plus an addition week of one-on-one field training focused on further sharpening the new franchisees sales, marketing, and operational skills.

The class sizes in the early years varied quite a bit from class to class. Some classes consisted of as many as twenty students hailing from all over the world. It was not unusual to have a farmer from Iowa, a former newspaper editor from New York, and an entrepreneur from France or Germany all in the same class together. As the body of information grew, the classes started getting longer and longer, even operating from 8 am in the morning to 9 pm at night some days. The pressures of a growing business eventually forced NOVUS to expand into a new building and larger training center. NOVUS moved into its' new building in December of 1982, shortly after holding its 100th training class in November of the same year.

In the following years NOVUS continued to grow to all corners of the US, and even to the four corners of the world. This growth forced NOVUS to change its' business model once again. In 1985 NOVUS changed from the business opportunity to the franchise business format. The 1990's saw additional growth and change for NOVUS. In December of 1993 NOVUS founder Gerry Keinath sold the company to TCGI, a family owned glass company based in Vancouver, Canada, headed up by CEO Allan Skidmore. In 1995 NOVUS added auto glass replacement to our menu of services to become a complete auto glass solution service provider to better meet our customers' needs.

Now that NOVUS is in its' 37th year of operation and has celebrated its' 500th training class, we have grown into a mature company in a mature industry. The evolution of our business model continues, but the dedication of the company to great products, outstanding training, and exceptional customer service remains as strong as it ever was.

The participants in the 500th training class continue the message of opportunity and hope that goes back to the earliest days of NOVUS' first training classes. NOVUS sells stand alone franchisees in the auto glass repair and replacement industry to people that are interested in getting into a business of their own.

NOVUS has approximately 400 franchise locations in North America, but there are still well over 1000 locations that are currently available in the US for future development. With the continual turnover of an aging workforce in the US and around the world, there continues to be a NOVUS opportunity for people the world over looking for a new career and an opportunity to fulfill their dreams.