



## **New German Franchise Direct Web Site Launched**

*Franchise Direct is proud to relaunch its newly designed German website, with high quality content unique interactive features.*

San Diego, CA, February 05, 2008 --(PR.com)-- Franchise Direct, one of the world's leading portals for franchise and business opportunities, is proud to announce the launch of its new, improved German web site ([www.franchisedirekt.com](http://www.franchisedirekt.com)) for the franchise industry. The newly designed portal provides a richer, more informative experience for prospective franchisees looking to invest in a German franchise.

Dublin-based Franchise Direct is the first franchise directory portal to offer streaming videos, which were introduced on the company's US site ([www.franchisedirect.com](http://www.franchisedirect.com)). The video clips, up to ten minutes long, feature franchisees discussing the reasons they chose a franchise and their experiences running the business. Site visitors interested in starting a business backed by a strong franchise brand can hear straight talk about a franchise directly from those with hands-on experience.

Like its American counterpart, the German franchise portal delivers an array of helpful resources to franchise seekers. RSS links connect site visitors to the latest breaking news in the franchise industry. 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.

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.

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