

Monkey Franchises?

AUGUST 16, 2006 Expressed desires for franchise opportunity have prompted Skip and Kristi Halsey, owners of The Funky Banana®, Inc. to embark on required procedures to honor those requests. The Huntingdon, Tennessee-based store has had such an overwhelming response that more-metropolitan cities, and tourist towns are realizing an untapped potential. To date, more than a dozen individuals have expressed interest to receive information as soon as franchise opportunity is available.

Locations reporting in thus far:

Myrtle Beach, South Carolina
Panama City, Florida
Jackson, Tennessee
Nashville, Tennessee
Memphis, Tennessee
Pickwick, Tennessee
Honolulu, Hawaii
Destin, Florida
Las Vegas, Nevada
Mobile, Alabama
Louisville, Kentucky
Evansville, Indiana
New Orleans, Louisiana
Orlando, Florida

A tropical island theme sets the ambiance for visitors at The Funky Banana®, with thatched and tin roofs, steel drum music playing in the background, and a well-rounded feeling of a Caribbean marketplace. One attending might experience the laid-back island feeling - the perfect mini-vacation complete with the coolest, personalized souvenirs, then return home without the reality of travel expenses incurred.

Pull up at seat at the bar, enjoy a non-alcoholic tropical fruit drink, and enjoy an

interactive experience with the creation of your personal souvenir. Graphic arts stations behind the counter run dual monitors so that the customer may have complete control of the product while watching its creation.

Choose colors, fonts, graphics, photos and more... then order your masterpiece on not only t-shirts but long-sleeve t-shirts, hooded or crewneck sweats, dye sublimation license plates, earrings, pendants, dog tags, award plaques, mouse pads, coasters, puzzles, Christmas ornaments and more!

Buy Retail or Bulk:

One customer may purchase one shirt, or select from the TFB Bulk Pricing schedule to dress the ball team, church group, special event attendees, family reunions, bands or schools. Small businesses enjoy the opportunity of wholesale pricing to retail their own logo wear, and not having operating capital tied up into large garment orders. The possibilities are endless.

The Funky Banana® projects June 2007 for franchise availability. Tentative plans for franchise locations will include a live remote connection with Huntingdon-based graphic artists alleviating the necessity of hiring skilled labor to operate the franchise facility. Store owners will be able to select a franchise option level based on their area demographics. Towns will most likely flourish better if they have the artist live connection opportunity to assist their public with the custom business, special event, sports teams, and more. Tourist attraction areas will most often opt out of the live connection option, selling only TFB pre-designed and printed apparel and accessories.

Product line plans already include the addition of a complete collection of all-natural sundries items soaps, lotions, lip balm, candles and more. Exquisite hand-crafted monkey pendants, earrings and bracelets will soon unveil in the TFB logo-gear, manufactured in the heart of Tennessee. A line of upscale sterling silver jewelry and Christmas ornaments have been added to the dye sublimation lines just in time for Christmas. Other lines that will be added often in answer to the needs of the franchisers that may include: suntan lotions, swim wear, sandals, flip flops and collectibles.

All of the new variety surrounds the core foundation of TFB's custom-designed apparel line, full-print shop services, large format printing, applied and printed vehicle graphics, banners, signs, dye sublimation license plates, coffee mugs, stainless travel mugs, aluminum dog tags, and several selections of sterling jewelry. Custom-designed apparel may be done in house on the professional transfer system, or the business also offers embroidery and silk screening options. To complete the well-rounded

offering, TFB is an ASI Product Resource Professional to offer the competitive promotional product lines. Official dealer for Carlson Craft and Royal Imprints offering wedding invitations, stationery, and other specialty paper, engraved or thermographed printing not offered in house.

Printed on a 50% cotton/50% polyester heavyweight t-shirts, long-sleeve t-shirts, sweatshirts, sport shirts, caps, visors, aprons or totes... TFB customers may design their own creation, have a business logo-theme design created, or select from over 500 pre-designed choices. Standard selections include a collection of TFB logo gear, Monkey Mania, Banana South Outfitters, a professional line, and area school "fan shacks." Schools already included in the shack are Huntingdon, McKenzie, Hollow Rock-Bruceston, Clarksburg, West Carroll, Gleason, Greenfield, Milan, Paris, Henry, Henry County, Lexington, Waverly, Camden, Big Sandy, Medina, Jackson Northside, Jackson-Central Merry and Bethel College. Schools are being added to the collection on demand.

Individuals may purchase school-themed wear for their own wardrobes, or create a design that could be used for fundraising projects. The Funky Banana offers a complete, no-risk fund-raising method for schools, cheerleaders, teams, churches, and more. Designs are created and approved, a sample t-shirt is created, pricing structure is set, then order forms are provided for the project to begin. No pre-commitments. All orders are filled after the fact, making it always a win-win situation for every organization selling.

Too broad to consider all the options Owner Skip Halsey says, "We're better than some of the fast-food places fresh, hot t-shirts and more... and have it your way. The answer to the most frequently-asked question here is 'Yes, we do.'"

Kristi Halsey, owner and graphic artist, noted with a snicker, "I've spent over twenty years of my life doing graphics, working print shop, to finally leaving a marketing and promotions position. I've spent all my years making somebody else 'look good.' It's the rest of the world's turn. The one-on-one interaction is almost like a therapy. I love it. And I love how the world is loving us already! It's already been a wild ride and I think we've just started!"

For more information about The Funky Banana®, Inc. visit the store at 71 Veterans Highway North, Huntingdon, TN; call at 731-986-4844 or 800-251-7179 or visit the website at www.TheFunkyBanana.com.



**The Funky Banana®
Shirt Co.**

